



ICSN Winter 2017 End of Term Report

Coordinators: Paula Colaso & Kayla Dixon

Date: April 8th, 2017

1.0 Introduction

The following document is the International and Canadian Student Network (ICSN) Winter 2017 End Of Term Report. This is the ninth term that ICSN has been a FEDS service at the University of Waterloo. As we continue to grow as a service, this term we focused finding new and creative ways to engage with students. We put more effort into understanding what International students on campus need and the providing those trips or events.

Our goal is to connect international and exchange students with Canadian students at the University of Waterloo by offering a fun and safe space to participate in fun social activities. This report describes the ways in which we attained this goal, through weekly ICSN events for students- Babble Cafe and Cultural Connection, monthly trips, new promotion strategies and finally it also offers room for improvement in future terms.

This term the executive team focused on diversifying the activities done at events and developing new connections with other clubs on campus. We did this through theme nights on our weekly events and hosting our first ever overnight trip to Quebec City.

Another objective was to raise our social media presence, by increasing visibility, improving communication responses and strengthening advertising campaigns for events. ICSN used long-term connections and relations with influential personnel, various campus services and organizations to better help with direct marketing. The ICSN facebook group member base continues to increase steadily over the terms. We want to improve our presence and image by being active on campus and ensuring that students know about what our service has to offer.

This report has been written by our collective Fall 2016 executive team:

<i>Service Coordinator</i>	Paula Colaso
<i>Service Coordinator</i>	Kayla Dixon
<i>Internal Director</i>	Simon Liu
<i>Finance Director</i>	Vanshika Agnihotri
<i>Social Director</i>	Hayston Lam (Resigned)
<i>Communications Director</i>	Rachael Lee
<i>Advocacy Director</i>	Jinwen Hu

2.0 Volunteer Management

Hiring Process

Similar to previous terms, the Internal Director and one Coordinator conducted interviews. Compared to the fall term, a larger volunteer team was hired in order to ensure a larger 'core' volunteer group that would always be reliable in terms of engagement and attendance. Total we hired 20 volunteers. Volunteers were selected based on the following qualities: communication, teamwork skills, understanding of international student life on campus, creativity, and time commitment. Something new this term was that volunteers were separated into two teams with the goal being to have a minimum of 2 volunteers from each team sign-up for each event. The teams were meant to ensure that our events would have differing personality types or skill sets like language or approach to engaging with students. Ultimately as the term continued on, the teams were not a primary focus because most volunteers had developed the skills we were looking for.

Team Training

Training was done at Crossroads Board Games Cafe led by the coordinators. First there was a seminar/presentation that focused on forms of communication and how they are effective, cultural differences in communication, and how to start and maintain a conversation. The training was beneficial because everyone could practice communication with varying personalities and speaking tones. The presentation was interactive and tested the skills they were learning. After about 1.5-2 hours there was team bonding which was led by Crossroads. Students all participated in a board game relay rotation. Overall, the training was informal but informative, fun, and presented a great opportunity for volunteers to get to know each other. Training could be improved by setting up tables of 6 at the very start, instead of having a few long tables. This way, downtime during the training may be less overwhelming and people are aware that the table they are at can be their main circle of conversation rather than finding themselves in an awkward spot within the long table setup.

Communication with Volunteer Team

Primarily the team communicated through email or the ICSN Volunteer Team Facebook group, though one addition that proved to be instrumental was the use of a Facebook group chat. At the end of each week, an ICSN update email (written by the Internal Director and proofread by the Coordinator) would be sent out, informing the volunteers on details for the upcoming week and asked for their involvement in special projects. Similar to last term, sign up was done using a shared Google Sheet; though the major difference was that this term there was only one sheet with tables for all events in one central spot. This proved more effective than last term because volunteers could sign up beforehand instead of waiting each week for the Internals email. The Facebook chat group's purpose was to act as the first point of contact and was a convenient platform for the volunteers to communicate with each other in a more informal and manner. The only

executive in the group was the Internal Director because they were responsible for dealing with volunteer concerns.

Weekly Workload

Volunteers were mainly involved with the setup and cleanup of events as well as facilitating conversation. Usually, on average 5 volunteers are needed to support a weekly event. Their main purpose is to make sure every student is welcome during conversations and games, and having a diverse group of volunteers helps especially in offering students different personalities to experience, which can be very useful for international students. On occasion volunteers were asked to support booths in the SLC, or weekend bus trips.

Recommendations

In the future, volunteers could be more involved with a specific director's portfolio that interests them. This could be put into action by assigning executives a few volunteers to help them with different projects. Doing this can also aid in volunteer management as volunteers will be assigned tasks rather than just expecting to help setup at weekly events when setup is minimal in the first place. Volunteer management through the Facebook chat group should be done again for next term due to its efficiency, welcoming speaking platform, and effectiveness in sharing links, pictures, poll, etc. We have noticed that the problem with volunteer turnout was still a lingering problem as there are many volunteers with only around 3 weekly events attended. This can be mitigated by increasing emphasis on time commitment for events and brainstorming during interviews.



































































3.0 Communications

The ICSN Facebook page gained more than 200 likes over this term, ending with a total of 2234 likes. The ICSN Facebook group has now grown to a total of 2173 members. The goal for this term was to maximize our post reach, and believe that has been accomplished.

The platforms that were most effective to engage with students were the Facebook page, Facebook group and email. Prior to each bus trip students were emailed with full details and information about pick up location, check in time, weather and supplies needed for the day. We also utilized the Feds calendar to promote upcoming events. Our ICSN website on Feds had information on all our bi-weekly Babble Cafe and Cultural Connection events.

Facebook Statistics for Winter 2017:

Sample Popular Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	
03/06/2017 9:00 pm	 We hope to see you tomorrow night at Babble Cafe! Great opportunity to meet people from all around the world and th			98 	50 	
03/05/2017 9:00 pm	 ONLY A FEW MORE TICKETS LEFT before we are completely sold out! Come experience the amazing Niagara Falls			1.5K 	293 	
03/04/2017 9:00 pm	 We're recruiting volunteers for next term! Great opportunity to plan and organize events, and meet people from around			759 	316 	
03/03/2017 11:02 pm	 Thank you for coming out to our Bomber Wednesday! We hope you all had loads of fun! Big thank you to our sponsor			640 	9036 	
03/03/2017 9:00 pm	 Ready for a trip down memory lane? Babble Cafe is next Tuesday! https://www.facebook.com/events/7461869522133			1.3K 	220 	
03/02/2017 9:00 pm	 Get your tickets before we sell out again! We won't be adding another bus! https://www.facebook.com/events/464405			1.6K 	312 	
03/02/2017 12:00 pm	 We hope to see you TONIGHT at our sushi making class! (We have vegetarian and vegan options too!) https://www.f			2K 	6210 	
03/01/2017 9:00 pm	 Make your own sushi cooking class is TOMORROW night! It's completely free! Here's a list of sushi rolls you could lear			1.6K 	480 	
03/01/2017 3:40 pm	 See you TONIGHT at Bomber Wednesday!! We hope you're as excited as we are! https://www.facebook.com/events/4			1.4K 	350 	
03/01/2017 1:26 pm	 Get ready!			164 	10 	
02/28/2017 9:00 pm	 Bomber Wednesday is TOMORROW NIGHT! We have so many prizes waiting for you! 10 Campus Pizza Three Toppi			1.9K 	601 	

Posts with the most reach typically were of creative photos regarding an event. Posts with the most engagement were photos from events. For example, when advertising an event such as Sushi Night, posting high quality photos of delicious looking varieties of sushi will capture the attention of more people (vegetarians, vegans, etc.). We have maintained a 100% response rate for Facebook messages and usually reply within an hour.

The google calendar schedule was the most effective tool that the Communications Director and Coordinator used to plan out posts for Facebook. This tool made the job easier because we were able to plan out the content for each post and know deadlines ahead of time. It gave us a great and clear overview of the posts going up for the week. Using the scheduling option is recommended as posts can be organized ahead of time.

4.0 Surveys, Data Analysis & Research

ICSN employs surveys as the main way to analyze the students' needs and opinions towards the events held by ICSN. Collecting and analyzing data contribute to a better

understanding of the student body so that ICSN could provide more tailored services. This term surveys were created for the monthly trips and general interest research.

Beginning of Term Survey

This survey was intended to collect students' interests in future events organized by ICSN. The result of this survey allowed ICSN to better brainstorm the ideas and themes for each activity and improve the service according to the feedbacks received in this survey. Some important feedback on students' interests are presented below. These results demonstrate what some topics and local attractions that the students expect to have in the term. For full reports on the surveys please request them from the Advocacy director.

For Cultural Connection (formerly Throwback Thursday), suggest some activities you'd like to try!

(17 responses)

Culture appreciation
Skiing, ice skating, snowboarding
NA
Board games, movie nights
Food preparing
Lots of food from different places - full English fry-up or roast dinner especially! Dances or traditional activities from different cultures.
Childhood games
a different topic about a country/culture each week
board games, open mic, movies, video games
International board game night.
Art exhibit, cultural events and shows, movies

Monthly Trip Surveys

ICSN made these surveys to collect feedback from students who went on the trips so that the trips can be improved upon for next time. Google Forms are the major tool used in the making of these surveys. In the survey, we typically ask about their student status (demographics), their experience with the transportation, and their overall experience on each part of the trips and any suggestions they have on how ICSN can improve the marketing or the planning of monthly trips in the future. Once the surveys were created, they were emailed to all of the attendees.

Result of Each Survey:

1. Chicopee Trip

- a. Six people participated in this survey.
- b. Only undergraduates responded to this survey.
- c. One person commented on the flexibility of payment method because he/she encountered problem with paying by debit card.
- d. Responses suggested that ICSN should market the event better.
- e. Generally satisfied with the plan of Chicopee Trip.

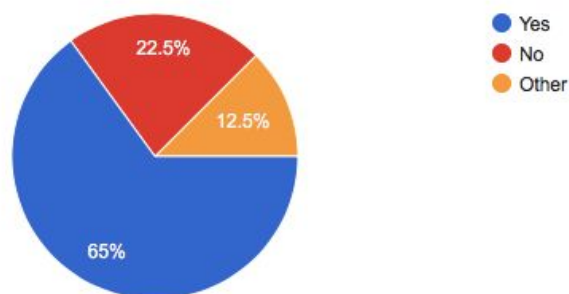
2. Quebec City Trip

- a. Good mixture of International students, Exchange students and Canadian students.
- b. 80% of the students were undergraduate.
- c. All participants were satisfied the preparation of this trip and the organization.

3. Niagara Trip

- a. Good mixture of students with different background.
- b. Most (61.5%) students learned about this even from the ICSN Facebook page, therefore sharing the event page would be an effective way to market.
- c. Some students were not satisfied with the time allocation for each activity. It may suggest that in the future, if possible, ICSN can provide more different packages for the students to choose.

Do you think the time allocation for each activity was appropriate? (40 responses)



- d. Some students asked for clearer guidance (i.e. give suggestions for what to do in the free activity time)
- e. Some students complained about their bus were broken and took one hour to fix it. In the future, the team may consider and plan some contingency plan for emergency situations.

How was your experience with the transportation? (40 responses)

Good. And I know that is unpredictable, but our bus broke down at the town so we had to wait for another one and had 1 hour delay arriving at Niagara.
Great
I was on bus 1... :(
School buses are not the most comfortable (though I know they are budget-friendly)
Bus itself was warm and comfortable
Average, buses uncomfortable. Too hot, then too cold.
We had to wait for about one hour for the bus from Niagara on the Lake to the Falls, because it was broken.
Buses were inconvenient and we lost an hour waiting because our bus broke. Bus ticket was inexpensive but transportation experience itself bad.
Limited seating space
Perfect
Fine

Students Needs Survey

This survey is made to understand the International students' needs and how their experience with ICSN and University of Waterloo in general. Google Forms was used to make this survey and the questions mainly focused on their opinion towards the activities held by ICSN. Also, the survey asked if they had experienced any issues and how ICSN could help them. This survey was shared by the Communication Director with the students who have left their email address. Not many students responded to this survey. Next time ICSN could advertise it as a more serious survey. However, most of the students who chose to do the survey suggested that they wanted more trips, especially overnight trips like the Quebec Trip. This may suggest to the Spring term team that more trips can be organized.

End of Term Party Survey

This survey was intended to collect ideas and interests of the student groups on the End of Term party. Google Forms was used to create the survey. The questions asked for students' interests in what foods and activities they expected to have in EOT party. The survey was sent by the Communication Director to all students who had participated in ICSN activities this term. The result showed that most of the students were more interested in appetizer type of foods and games than other options such as photo booth or dance floor. This may give the future team some ideas on planning Babble Cafe, Cultural Connection and EOT party.

Event Data Analysis

On Ticketfi we asked some survey questions to gauge which types of students were coming out whether they are international, exchange or Canadian student and if they were undergraduate or graduate student. These data do not include “Guest Tickets” and ticket resales were not taken into account.

Below is the data summary of the monthly events:

- Beginner’s Skiing at Chicopee Ski Hill had a total of 43 students (+1 guest), 9 were international, 30 were exchange students and 4 were Canadian. Of these same participants 36 were undergraduate students and 7 were graduate students, which was a 84:16 ratio.
- The Quebec City Road trip had a total of 50 students, 13 of which were international, 25 were exchange students and 12 were Canadian Students. These students also totalled 41 undergraduates and 9 graduate students, which was a 82:18 ratio.
- The Niagara Trip had a total of 123 students (+ 8 guests), 71 of which were international students, 18 were Canadian students and 34 were exchange students. In these 123 participants, 79 of them were undergraduate students and 44 were graduate students resulting in a 64:36 ratio.
- The Elmira Maple Syrup Festival Trip had a total of 188 students (+32 guests), 95 were international, 50 were exchange and 43 were Canadian. These students also totalled 76 undergraduate students and 112 graduate students resulting in a 40:62 ratio.

Weekly events data were recorded by the volunteers on printed form. For all weekly events, exchange students participated the least. ICSN could promote more in exchange students groups. Make Your Own Sushi had the best turnout and it would be highly recommended for future terms. Board Games Night and Craft Night had less participation but it was understandable because these two events were near exams. Sports Night had the least participation; more modification would be needed to improve this type of event. Overall, Babble Cafe had more students than Cultural Connection and so focus should be put on enhancing or marketing Cultural Connection next term.

Babble Cafes	International	Canadian	Exchange	Total
Let’s Get Organized	15	24	5	44
Get Involved!	14	22	4	40
Speed Meeting	11	10	2	23
Trip Down Memory Lane	11	10	2	23
Music Night	21	18	0	39

Cultural Connection	International	Canadian	Exchange	Total
Skating in Uptown Waterloo	11	9	3	23
Sports Night	5	7	1	13
Latin Dance Class	9	11	2	22
Make Your Own Sushi Cooking Class	30	37	3	70
Board Games Night	9	4	2	15
Craft and Henna Night	8	14	0	22
Other	International	Canadian	Exchange	Total
Warrior's Volleyball Pre-Party	0	1	0	1
Bomber Wednesday Night	/	/	/	109
End of Term Party	38	20	1	59

5.0 Events and Activities

Planning Process

In the first few weeks after the term began, a brainstorming session for ICSN's future events was organized between the Social Director, the Internal Director, and the Operations Coordinator. All ICSN members including executives and volunteers were invited to join the brainstorming session and contribute their ideas. This brainstorming session encompassed potential ideas/themes for Babble Cafe, Cultural Connection, and monthly trips. Based on the ideas generated from the brainstorming sessions, final decisions were made during weekly executive team meetings on criteria such as feasibility and whether there would be enough interest.

At every event, it was necessary to prepare a check-in sheet, name tags, and ICSN volunteer pins. Depending on whether the event was Babble Cafe, Cultural Connection, or a monthly trip, the potential supplies list largely varied.

For Babble Cafe, it was necessary to place an order one week in advance if ordering off their catering menu. This term we never did it but it is also possible to place an order for items not on their menu; this would require the order to be made two weeks in advance. In addition, a new icebreaker and set of questions are needed to be prepared for each

Babble Cafe to keep each event different and original. I found that creating these icebreakers and discussion questions on Google Docs was the most efficient way for me to share and receive feedback directly from the rest of the executive team.

For Cultural Connection, the majority of the preparation was figuring out logistically how the event would run or contacting a food supplier. For example, preparation for Winter 2017 events included figuring out how to bus from together from Student Life Centre to the Uptown skating rink or arranging bubble tea from Campus Bubble for 40 people. The volunteers helped to run the night smoothly so the Social Director largely focused on logistics.

Implementation of Theme Nights

ICSN's weekly events for Babble Cafe and Cultural Connection both had a new and unique theme each week. The themes were announced on the Facebook page, so event participants could roughly expect what discussion topics and activities the event would have. Some themed weeks were more successful than others such as Music Night (March 21st) compared to Trip Down Memory Lane (March 7th) largely due to more interest in one theme than the other.

Since the themes for each week were finalized near the beginning of the term, it allowed the team adequate time to contact special guests for each week as necessary. I advise contacting groups a minimum of three weeks in advance as there is often delay in confirming the group's attendance. This extended time period will also allow you to find another guest if the group originally contacted is not interested or needs to cancel due to an emergency.

In future terms, it is imperative to brainstorm interesting themes that will attract a large audience. Some feedback we received was that some themes felt too forced or scared away some students as these potential event participants were uncomfortable with that particular week's theme.

Babble Cafe	Cultural Connection
Let's Get Organized	Skating in Uptown Waterloo
Get Involved!	Sports Night
Speed Meeting	Latin Dance Class
Trip Down Memory Lane	Make Your Own Sushi Cooking Class
Music Night	Board Games Night
	Craft and Henna Night

Monthly Trips

Chicopee Trip
January 22nd ICSN took students on a day trip to Chicopee for Skiing Lessons. Overall, the event was quite popular and tickets quickly sold out. However, the day of the event there was an issue with the payment and many of the event participants were delayed from going onto the slopes.

Quebec City Road Trip
February 17th - 20th ICSN went on a multi-day trip to Quebec City with one bus. This monthly event was one of the most successful events and students greatly rated this experience! A large contributing factor was that the two members of the executive team (Coordinators) on the trip were highly interactive with the students and ultimately acted as both tour guides and friends to the students throughout the trip.

Niagara Falls
March 11th ICSN took a total of three buses to Niagara Falls on a day trip. The event was mostly successful and the majority of students greatly enjoyed the whole experience! There was a slight complication with one of the three buses breaking down along the way to Niagara Falls, but the issue was quickly resolved and students were only delayed by an hour. This was also the first time we made a stop in Niagara on the Lake as per student survey feedback and the students quite enjoyed it.

Elmira Maple
Syrup Festival
April 1st ICSN partnered with the GSA to run rotating buses from DC to Elmira all day for the Elmira Maple Syrup Festival. We had executives managing drop offs and pickups in both Elmira and on campus at DC. Overall the event was largely successful. Students were asked to register for free tickets online so that we were able to ensure transportation for those students. Some suggestions for the future would be to give students a list of returning bus times and a map of the area when they are getting on the bus at DC or through email before the trip, rather than in Elmira like it was done this term. Some of the buses returning from Elmira were quite empty as many students opted to take the GRT home. Perhaps in the future the best option is to provide less return buses or none and recommend the GRT to students. It also would have been helpful to send some sort of communication to student prior to the trip about what exactly they could expect and what type of activities would be available.

6.0 Partnerships/ Collaborations

ICSN is dedicated to connecting students at the University of Waterloo with International or Exchange students and creating fun and engaging events that students may be interested in. ICSN has focused on campus partnerships and community partnerships that benefit both the students and the organization.

The Unaccompanied Minors

The Unaccompanied Minors is a co-ed acappella group. The group performed at ICSN's music-themed Babble Cafe on March 21st. We partnered with the group as acappella has been largely successful and well-received by Babble Cafe participants in the past. This partnership was good as the group's performance increased the number of interested individuals in that particular week's Babble Cafe and gave participants a commonality to talk about.

Graduate Student Association

The Graduate Student Association (GSA) is student-run organization that serves the graduate student population at the University of Waterloo. At Babble Cafe, they made a formal presentation promoting GSA's services. We partnered with this group as some of the event participants at ICSN's events are graduate students and may have been interested in GSA's services. This partnership was largely unsuccessful as many of the students were not interested in what the group had to offer to them.

International Student Connection

ISC aims to connect international students and help them have a smoother transition to the Canadian life. We partnered with ISC to be included in their monthly newsletter. This helped us reach more international students.

Columbia Lake Village Graduate Community

CLV is a residence community. We partnered with them to be included in their monthly newsletter. This helped us reach more students.

UW Culture and Language Exchange Club

UW Culture and Language Exchange Club aims to promote the exchange of language and culture between students by forming small study groups. ICSN partnered with this club to promote the International Student Appreciation Night. This club is very responsive and has great enthusiasm towards ICSN. They shared this opportunity with their members through emails and Facebook.

ISAW Waterloo

ISAW is Iranian Student Association of Waterloo, this club connects with students who have Iranian background. ICSN partnered with this club to promote the International Student Appreciation Night. It is the first cultural club that responds to this event and it cooperated with ICSN to advertise this event actively. As communicated, they informed their members about this event through email and Facebook advertising.

UWWE

UWWE is a club that organizes events and shares on-campus information with Chinese international students. ICSN partnered with them to advertise the International Student Appreciation Night. At the beginning, they said that advertising on their wechat platform needed to be paid. After negotiation, they decided to do it free. They wrote articles on their wechat platform to promote this event so that some Chinese students that were not familiar with Facebook could also be informed about this opportunity.

7.0 Inventory

ICSN has purchased or still has on hand the following reusable item(s) during the Winter 2017 term:

<i>Utensils and Cutlery Supply</i>			<i>Arts and Crafts</i>		
Item	Description	Quantity	Item	Description	Quantity
Straws	Box	1	Gingerbread Houses		2
Napkins	Packages	3	Cutting Boards	Flimsy	3
Cups	Regular Size	~45	Ribbon Spools		2
Cups	Mini-cups x ~50	2	Markers	1 Package - 10 markers	3
Spoons, Forks		A bunch	Markers	1 Package - 50 markers	1
Large Bowls		6	Brushes	1 pack and miscellaneous brushes	1
Ladle		1	Lei		5
Medium Bowls		10	Stamps		3
<i>Office Supplies</i>			Streamers		3
Item	Description	Quantity	Bamboo Skewers	Packs	2
File folders		8	Paint Bottles	Various colours	48
All-purpose labels	Packs + Miscellaneous ones	3	Photo Frames		8
Clipboards		3	Mask		2
Small white board		1	Coloured card paper	In a binder	a bunch
Statistics Sheet		6	White board cleaner	Spray bottle	1
<i>Other</i>			Pumpkin Carving Kit		1
Item	Description	Quantity	Mini-canvas		6
Disco Ball		1	Bingo Markers		3

Bag of Miscellaneous Things			Strings+wool		~4 rolls
Despicable Me 2 Movie		1	letter beads		1 bag
Recipe Placards		A lot	<i>Promotional Materials - ICSN branded</i>		
Ping Pong Balls	Box	1	Item	Description	Quantity
Flying Disc		1	ICSN logo flag		2
Water Guns		3	Canada flag		4
Frisbee		1	Tent cover		1
Grad House Wristbands		3	Tri-fold board		1
Table Cloth	One Halloween, One Red	2	Zap banner	One is broken	2
Deck of playing cards		1	A-frame		1
ICSN passports		~40	World map		1
Bag of chopsticks	open	1	<i>Swag for Booths</i>		
			Bag of Buttons		1
			Phone Card Holders		13
			Warrior Tattoos		23
			Warrior Bandanas		3
			Warrior Clappers		2

Additional office supplies and office decorations may be ordered in Spring.

8.0 Budget

8.1 Overview

ICSN's overall strategy for spending money this term was to predict an estimated cost based on the amount of money that is allocated to different budget lines. We continued to budget \$200 for each Babble Cafe and Cultural Connection. The main goal for ICSN with the weekly events was to stay under budget where possible, or if one event was over the next one would be under \$200. After taking out the obvious costs like Babble Cafe and Cultural Connections ICSN had a clearer view towards planning the trips and other events- in terms of how the funds can be allotted for subsidizing the trip. ICSN's main approach was to have an overestimation of the cost (especially while planning the trips) and staying strictly under the projected costs.

8.2 Current Status

We began the term with \$5,113.11 on hand and took in revenues of \$27,557 giving us a total available cash of \$32,343.11. Our total spending this term was approximately \$31,740 throughout the term and so we do have a small cash balance remaining.

The major areas where the funds were spent were:

- A) Babble Cafe net expenditure \$914.06
- B) Cultural Connection net expenditure \$734.08
- C) Chicopee Trip \$3,066.82
- D) Quebec Trip \$21,514.90
- E) Niagara Trip \$3,435.86
- F) Elmira Trip \$432.23

8.3 Future Recommendations

This term we worked on the annual budget for next year. Once approved the new budget year will start in spring 2017 with \$9980. To improve the finances add a projected costs column for events like Cultural Connection. ICSN doesn't spend the entire 200 that is allocated to Cultural Connection. The amount varies based on what type of event is being organised. Getting a projected cost for the supplies from social executive and/or the coordinator will make it easier to keep a track of the finances spent. This term ICSN submitted its proposed budget. Keeping the upper limits of the amounts in mind and making sure that only 20 volunteers and 10 executives are hired, Babble Cafe and Cultural Connection don't cost more than 200 (150 in the Spring) will be a good way to start in keeping the budget.

ICSN's way of spending works perfectly for the service. Continuing to keep the budget in mind and keeping track of all the expenses will be a good idea. It's helpful is small notes are added along with the costs on the cash flow pages so that references, when required can be made.

9.0 Special Projects

9.1 ICSN Booths & Engagement

Campus Life Fair

We participated in the Campus Life Fair this Winter term and mainly promoted what our service does, what weekly events we have running, and upcoming monthly events. We provided handouts with dates and times of this term to our weekly events: Babble Cafe (every other Tuesday) and Cultural Connection (every other Thursday). We also promoted our Chicopee Ski Trip to students providing them with pricing and details. A beginning of term survey was also conducted using Google Forms to gauge the student population's activity and location interests. As an interactive component to our booth, we

had two activities. The first one being ‘Where in the world have you been?’ where we invited students to take a thumbtack and place it on a city they have been to or are from. The second one being suggestions of activities and locations on sticky notes for students who did not want to participate in the survey as a quick and easy way. Overall, it was a positive and great experience being able to promote our service to the student population who may or may not know what we do. At times, every person working the ICSN booth was occupied by a student.

There can be a few improvements for future terms. Firstly, more time is needed in advance to fully understand the dynamics of the event. For example, there was an activity where students would go around to collect stamps from each booth for a bingo, but we were only made aware when students talked to us and asked for a stamp. Second, volunteers need to be well-informed about ICSN and our events, along with what was mentioned as the first improvement.

International Fair at University of Waterloo

We participated in the International Fair this Winter term hosted by BASE and ELI at Renison University College. We mainly promoted what our service does, what weekly events we have running, and upcoming monthly events. We provided handouts with dates and times of this term to our weekly events: Babble Cafe (every other Tuesday) and Cultural Connection (every other Thursday). We also promoted our Niagara Falls Trip to students providing them with pricing and details. As part of student engagement, we had swag to give out and had the ‘Where in the world have you been?’ activity where we invited students to take a thumbtack and place it on a city they have been to or are from. It was overall a good experience interacting with the student population and BASE students in particular because many BASE students were not aware of what ICSN does and what events we run. Rather than an improvement, a suggestion would be partnering up with BASE and ELI early on to help promote the event and get a good reach of students on campus.

9.2 Research and Proposals for Next Term

Canada’s Wonderland - Vaughan

Cost includes admission to the park and transportation. There are 2 group admission packages: Specific Day Group Admission (\$34.99+tax) or Flexible Day Group Admission (\$39.99+tax). The packages are valid from April 30-October 29, 2017 (not including Halloween Haunt). Suggested to go during May or June as there are less crowds and to leave early in the morning and leave around 8-9pm.

Source: <https://www.canadaswonderland.com/ticket-category/Group-Sales>

Stratford Plays - Stratford

Compiled a list of running plays from April 15-December 31, 2017 in a document on Google Docs. Prices vary by play and area of seat. Due to it be a relatively close location, departure times can vary depending on the time of the play.

Source: <https://www.stratfordfestival.ca/WhatsOn/ThePlays/>

Thousand Island Cruise - Kingston

Cost includes a cruise ride with or without lunch or a trolley tour. There are 2 cruise options: Discovery Cruise (~\$30) and Hearts of the Island Cruise (with lunch - \$64 and without lunch - \$42). The cruise durations can vary. The Kingston Trolley Tour is approximately 1.5 hours (\$23). Group rates can be explored by contacting the individual in the link provided below. There are 2 suggestions: plan for a one-day trip or an overnight trip (combining with camping at Algonquin). Brief details can be found in the Google Docs. Survey can be conducted to ask what students prefer: (i) one-day visit to Kingston (ii) combining with camping trip.

Source: <http://www.1000islandscruises.ca/index.cfm/sightseeing-cruises/group-rates/>

Algonquin Provincial Park - Algonquin

Cost varies depending on which lodge will be chosen, can choose to combine with Thousand Island Cruise due to close proximity of both locations. Can be done on its own as just camping. Links provide rates for lodges and cabins found within the park. Survey can be conducted to ask what students prefer: (i) just a camping trip (ii) camping trip with Thousand Island Cruise.

Sources: <http://www.killarneylodge.com/algonquin-cabin-rental-prices/> ,
<http://www.bartlettlodge.com/rates.shtml> ,
<https://arowhonpines.ca/stay/rates-info/>

Toronto Harbour Cruise Trip - Toronto

Cost if tickets are bought online is \$19.15 for a Student. The main focus of this trip is the cruise tour in the Toronto Harbour that extends into Centre Island and can offer admission to the Royal Ontario Museum as an add-on (pending a minimum of 20 paid guests). Students have the option to hop off the cruise as it docks Centre Island to explore and are free to hop back on any returning cruises to the Toronto Harbour.

Sources: <http://www.harbourtourstoronto.ca/route.html> ,
<http://www.harbourtourstoronto.ca/tours.html>

10.0 Operations

ICSN held weekly executive meetings on Thursday's from 10-11am in the ICSN office located in the SLC room 3107. Typically we focused on recapping events that had happened, projecting things coming up and finally brainstorming plans far enough in advance. This team was encouraged to always be two steps ahead. In addition, the team also kept in touch via social media (Facebook) to update and discuss important tasks before the weekly meetings.

Our primary source of communication for updates, weekly to do lists, reaching out to partners and so on came from the use of email. This platform is vital to the roles of each

executive and proved very useful again this term. Specifically using gmail allows each executive to also have a shared calendar so that the team is able to coordinate meetings and events with ease.

This term we created some valuable partnerships that hopefully can be continued into future terms. On campus partners included places such as the Community Kitchen and various clubs on campus to support our weekly events. It was helpful to have themes dedicated for our events that related to partners available on and off campus to help facilitate the event in one way or another. For example, some partners provided food, while others provided a service like dance lessons or a performance, which allowed students to be exposed to other activities on campus and create meaningful relationships if they desired. Not only should these partnerships be utilized again next term, but it will also be important to consider new partnerships so that ICSN can expand its network even further.

Team building is an important area for the entire ICSN team, including coordinators, executives, and volunteers as it allows for personal connection and improved moral. This term we had a few opportunities where we executed team bonding, including our initial training, as well as a pot luck dinner and games night. Though worthwhile, for next term it will be important to take advantage of any team bonding opportunities. With a team as large as ours it can be more difficult to make the connection with each person. More frequent team bonding experiences would allow for this difficulty to be alleviated, so it is strongly encouraged!

11.0 Recommendations

Feds: ICSN is really appreciative of the support that we get, especially from the financial and front desk services for Feds. We always got what we were looking for felt welcome in the office and generally found staff approachable and sensitive to our quick timelines. One improvement would be to find an alternative plan for getting executive teams their discount cards each term, our exec team didn't receive them until just before reading week so it was disappointing that they couldn't have taken advantage of that benefit sooner.

Services Manager: Brendan was instrumental to a lot of ICSN's successes this term. While he was a great sounding board for new ideas and advocate for enhancing our programs, he also provided us with the historical knowledge needed to avoid mistakes. His approach is casual and welcoming and we found it easy to raise concerns or call with questions whenever we needed. Brendan did go "on call" for ICSN a few times this term when the coordinators were out of town simultaneously, but thankfully no mishaps happened and he wasn't needed to step in! In the future I think it would be helpful if the Services Manager had regular drop in hours that all the coordinators know about just in case things come up outside of our weekly meetings, then we won't have to worry about interrupting his other meetings on a busy day.

VP Internal: The VP Internal was much more active with ICSN this term and even joined us as the full time staff member on the overnight trip to Quebec City during reading week. She was efficient in helping us to pay for large expenses and this made running trips more smoothly. In the future ICSN would love to see the VP Internal come out to at least one of our events and promote it on social media!

Marketing: This term started out with a lot of missed communication between the Marketing co-op student and our service due to faulty email account. It was difficult to market those first few events in the term as a result of that. About a month into the process we raised some concerns and are beyond thrilled that all suggestions had been adopted and we have a great relationship now! The Marketing department as a whole, but largely the Marketing co-op student was efficient, responsive to emails, understanding of event concepts and great with taking feedback on print drafts. We really appreciated the openness that we had and ultimately work productivity doubled. Even with short deadlines sometimes the marketing team always came through for us. It would be our recommendation for the future, that the current team help the future term's team by requesting marketing materials in advance for the first month of events. This will lighten the load for the first few weeks of term when a new co-op student is starting.

12.0 Important Contacts

Name	Club/Service/Department	Role	E-mail
Stefanie Heinbuch	SSO	International Student Advisor	stefanie.heinbuch@uwaterloo.ca
Danielle Noonan	CLV	CLV Graduate Community Programmer	clvprog@uwaterloo.ca
Sarah Wiley	FEDS	Vice President Education	vped@feds.ca
Christine Guan	UW Culture and Language Exchange Club	Marketing Director	uwclec@gmail.com
Indi O. Madar	GSA	Communications and Marketing Officer	gsa-cmo@uwaterloo.ca

Mike Ulmer	Community Kitchen	Food Operations Manager	mculmer@uwaterloo.ca
Jhanvi Banker	KW Salseros	President	kwsalseros@gmail.com
Joseph Flores	Unaccompanied Minors	President	uw.unaccompanied.minors@gmail.com
Ru Yu	UWWE	Marketing Director	Wechat ID:as574601359
	Iranian Student Association of Waterloo		isaw.club@gmail.com
Tyler O'Grady	Campus Pizza		tyler8169@yahoo.com
Nikhil Katarya	Crossroads Board Game Cafe	Owner	niku86@gmail.com
Hithasha Kurera	UW Photography Club	Event Coordinator	events@uwphoto.ca
Kevin	Grace and Healthy Dumplings	English Speaking Staff	(519) 208-0061
Unknown	Aunty's Kitchen	Catering Manager	(519) 954-5633
Unknown	Kismet	Manager	(519) 746-8788
Ashley	Bar Burrito	Manager	(519) 885-0404
Kim	Al Madina	Catering Manager	(519) 580-6590
Unknown	Matter of Taste	Manager	(519) 579-7059

13.0 Executive Reports

Service Co-ordinators

Paula Colaso & Kayla Dixon

The role of the service coordinators is to manage the direction and initiatives of ICSN. The service coordinators are project managers, overseeing both a team of executives and volunteers to execute several events each term. The role of the coordinator extends far beyond management of the team and also includes working directly with Feds, creating partners both on and off campus, and initiating strategic planning to ensure events are both timely and suited to the needs/wants of the students it serves.

This term specifically, we divided the coordinator roles into administrative and operations positions. Paula managed the internal, finance, and communications directors while Kayla managed the social, special projects, and advocacy directors. This worked well to define responsibilities and ensure clear communication between executives and coordinators. Specifically, we created a new email for the operations coordinator to further establish roles. We also had weekly coordinator meetings to discuss responsibilities and action items, as well as any issues that needed to be addressed. Weekly meetings with our executive team for updates, task assignment and so on were vital to our success this term. We also were able to communicate to our supervisor, the Feds Service Manager, through the use of weekly meetings, to give updates on progress and future plans.

We were active in creating new partnerships this term for a variety of reasons including, sponsorship, event support, and event facilitation. With our dedication to create these partnerships we were able to host some new events including an International Student Appreciation Night with prizes from partners, and an Around the World themed end of term party with food from a variety of partners given at a discounted price. This helped us immensely in terms of the size of events we were able to plan and allowed for even more students to enjoy our service.

As well, we understood the importance of team bonding and wanted to ensure that we gave our team opportunities to connect with one another. Aside from our initial training, we also hosted a potluck and board games night at Kayla's house to give our team a chance to connect in a more informal setting. This was effective as it allowed for personal connections to be made and set the team up for a successful term through their continued support at events.

Online platforms for communication such as gmail and Facebook proved very useful for our team to ensure that we were keeping on top of priorities and addressing any issues. If any issues did arise we found our supervisor to be very helpful in terms of taking the time to discuss the issues with us and recommend solutions of how to move forward.

In the future, we recommend continuing to make partnerships to expand ICSN's network. We relied on our partners a lot this term and their support allowed us to provide students with some amazing experiences. We found that our partners were very generous and encourage you not to be afraid to ask for donations for events or other initiatives. In addition, constant communication between coordinators is crucial to ensure the best use of time and to avoid any miscommunications that may arise. Make sure you are both clear on your responsibilities and how you prefer to communicate from the beginning so that you can ensure a successful term.

Internal Director

Simon Liu

The Internal Director is in charge of volunteer management and making sure that all volunteers are engaged in ICSN's activities and events, ensuring sufficient volunteer turnout, debriefing of roles at the beginning of events, and taking meeting minutes during weekly executive meetings. A major responsibility of the Internal Director is to act as the point of contact for all volunteers to answer questions about our events and ICSN in general, and making them feel welcome within the ICSN team. The Internal Director usually keeps in mind the strengths of each of the volunteers and is responsible for gathering ideas and help from volunteers for our events.

This term, I wrote detailed weekly update emails informing volunteers about upcoming events and operations. The essential details not only include the time and location of the events, but also a brief and informative description of how the event will be setup and the roles of volunteers during the event. Usually the email should be sent around the end of the week on a Thursday or Friday, and is the major task during office hours. I also maintain a Facebook chat group with the volunteers so that on-the-fly communication is much more efficient than emails and so that they would feel a sense of immediate connection with ICSN management. During events, I made sure volunteers had meaningful roles and were prepared for unforeseen circumstances. For example, if the event had too large or small of a turnout, I made sure that the volunteers are equally as engaging towards participants. I also conducted mid-term reviews with all volunteers in several small groups to review their performance as a volunteer, past event feedback, and potential improvements to events. These were conducted in group chats during the busy exam times and lots of meaningful data were collected. Another task I did this term was make small additions to the executive and Coordinator interview questions for next term's hiring. One-on-ones were conducted with volunteers at 0 or 1 turnout and as a result, those volunteers became more engaged with ICSN. Finally, I organized one team bonding event for the term which was pretty successful, but it would be great to have more next time.

To manage volunteer signup and brainstorming ideas, Google Docs or the Facebook group chat were used, while the Facebook group page was barely used for this purpose. A

Google Sheet was used to monitor volunteer turnout and numbers associated with each event and a centralized sheet was given access to the volunteers for event signup. Along with this new sheet of organized volunteer tracking, a new pilot project on Global Experience Certificate (GEC) hours tracking was also implemented on the same sheet. A template was placed in a GEC Tracking folder in the Google Drive for this purpose and it is more detailed than the volunteer tracker.

This term I went above and beyond by personally connecting with each of the volunteers and becoming their genuine friend with no holds barred, with the Facebook chat group being highly instrumental in this. For volunteer engagement, I had the executive team write personalized messages to volunteers because mostly everybody has surpassed the executive -volunteer relationship. I have repeatedly used my own time outside of office hours to do ICSN work because I find that operating on a routine schedule with ICSN work integrated into my school work was more efficiently.

I would improve this role by assigning volunteers interested in team management to be the Internal Director's helper in terms of engaging the volunteer team and be point of contacts for other executives when they have tasks that would benefit from volunteer involvement. The Internal Director could organize weekly volunteer meetings for those in such a role in order to more effectively promote a sense of community.

For future Internal Directors, having organized Google Docs for volunteer event signup and the volunteer tracker were very effective and the same format should be kept. My advice would be that due to the sheer size of the volunteer team, time management in terms of connecting with volunteers is crucial, so a set time each week reserved for talking with volunteers would be beneficial. Even if it is only for 30 minutes, garnering the sense of team involvement within the volunteer team is important for bettering ICSN events with the resulting event brainstorming and feedback. Finally, you should make sure that you get familiar with all the volunteers and be aware of their personalities, strengths, and connections to suggest their names to other executives when they could use their help for.

Communications Director

Rachael Lee

The Communications Director is responsible for the overall online presence of ICSN, mainly in charge of the Facebook page and Facebook group by making daily posts promoting upcoming events, events or information that may benefit international students and reply to comments. This position works closely with the Feds Marketing department for poster designs, Facebook banner image designs and requesting other marketing materials for events. The Communication Director also works closely with other services and departments such as Waterloo International and SSO to reach the target audience. The position is responsible for drafting all public communications such as emails to list of attendees for an event, surveys and newsletters on campus. Finally, the

Communications Director is also in charge of proofreading all communications for the ICSN Executive Team.

This term, I drafted monthly newsletters for International Student Connection and CLV Graduate Community to reach as many of our target audience as possible. The newsletters included information and details of upcoming events as well as the link to the Facebook event. A minimum of one post per day (if not two or three) was made on our Facebook page to maintain our post reach numbers. These posts were reminders to upcoming events, requests from other organizations that would be useful to international students such as housing information, photos from an event, or fun engaging posts like asking students to submit their favorite photo from the week of the extreme Canadian winter. When creating a Facebook event page for each of our upcoming events including the bi-weekly Babble Cafe and Cultural Connection, and other bigger events, I made sure to reply to comments and inquiries on the Facebook page, post on the Facebook group reminding them about events that would be happening the next day or on the day, as well as reminding our Volunteer team to promote.

Working with the Feds Marketing department entailed requesting Facebook banner images for events, other materials such as handouts and finally marketing packages for large-scale events like Niagara Falls trip and Elmira Syrup Festival. Emails were drafted to attendees for events with additional information and for any surveys we had to send out. Additionally, information regarding events were submitted to the Feds calendar to reach more people.

I think in choosing aesthetically pleasing photos to posts that was relevant to an event I was promoting, it allowed me to get more reach. For example, when promoting the Niagara Falls trip, I posted many scenic photos of the Falls in the day and night. From the point of view of an International student, I was able to think what images looked the most impressive and would advertise the Canadian landmark effectively.

The most helpful tool to me for this role was the scheduling option for Facebook posts. The scheduling allowed me to do the bulk for the week during my office hours. Another helpful tool was Google calendar. I planned out the content of each post and what time I would post it on the calendar. It gave me a great and clear overview of the posts going up for the week. Finally, the “Pages” app for managing Facebook pages was helpful. It allowed me to instantly see messages and insights.

I would improve this role by posting more structurally. I think it would be more effective if Facebook events were made at least 2 weeks before the date of event and would be promoted one week prior to the event. It would be more organized if posts were made every other day or every two days leading up to the event.

A tip I would give the next person for this role is definitely stay organized. Manage and plan out your office hours efficiently to minimize the work you have to do outside of the weekly office hours. Since the nature of this role is very immediate and time consuming,

you will always have to be on Facebook to respond to comments or check post insights. Plan ahead of time for events that are coming up and how many posts you want to make to advertise it. Additionally, make sure to contact the Feds Marketing department way ahead of time. Sometimes, Facebook banner images take a long time to make and you will have to ask them to redesign it if it does not meet your standards. The process is time consuming and you need there to be insufficient time to promote an event.

A new project that we wanted to start this term but didn't have time for was to develop our own structured ICSN newsletter using mailchimp. Having our own newsletter would allow us to directly reach our target audience. It would give us control over the layout and length of each newsletter.

Social Director

Hayston Lam (Resigned)

The Social Director is primarily responsible for ensuring the successful execution of ICSN's weekly events - Babble Cafe and Cultural Connection. On top of confirming that ICSN has the necessary supplies for subsequent events, I also attempted to create a positive and welcoming environment at ICSN's weekly events by frequently interacting with event participants. There are also other administrative responsibilities such as leading brainstorming sessions for future themes and events, developing strategies to attract more event participants, and finalizing an "Event Summary Form" for every event that ICSN hosts. Within this event summary form, it offers a key reflection of the event with details such as how the overall event went, recommendations for future events, and significant partnerships from the event.

Throughout this term I was in constant communication with various campus resources (e.g. Campus Bubble and Graduate House) to confirm event details and partnerships. When campus resources couldn't accommodate us, I was also responsible for contacting external organizations (e.g. McPhail's for Skate rentals) to plan for the weekly events. Since most events needed to have activities and resources confirmed at least one or two weeks in advance for promotion and preparation purposes, the majority of my time was spent contacting organizations over email. After each event, I prepared an event summary form with the help of the rest of the executive team.

An area where I have gone beyond my job duties is in attempting to promote and share ICSN's events with other relevant student groups. By posting ICSN's events to my International Peer Community (IPC) Facebook group, I was able to effectively expand ICSN's reach to an even larger range of students that might be interested in ICSN's events. I recommend that you continue to use that personal connection.

The tools most helpful to me in this role are Google Drive and Google Calendar. The majority of the preparation documents such as icebreakers and discussion questions have

easily been shared with other executives on Google Drive. It was an easy and efficient medium to communicate and make changes on documents. In the role of a Social Director, Google Calendar was also particularly helpful as it helped me in organizing the different tasks I needed to complete and can be shared with the rest of the executive team as well.

To improve this role, there needs to be an effort to create a better connection between the Social Director and ICSN's volunteer team. Creating a better connection will allow the Social Director to more effectively communicate with the volunteer team and seek their help at event execution and preparation as needed. This will also help the volunteer team to feel committed to ICSN and be more engaged at ICSN's events.

Tips I would give to the next person in this role is to begin establishing communication with preferred guests and campus resources at least two weeks in advance to ensure that there are minimal problems and conflict arising from last minute communication. I also highly recommend completing tasks as early as possible whether it is contacting a group or making a food order. This will allow adequate time in the situation that something needs to be changed and to make the necessary adjustments.

Finance Director

Vanshika Agnihotri

Finance Director's main responsibility is accurately keeping track of ICSN's financial expenditures during the term and comparing it to the full year's budget. Maintaining and tracking the budget was achieved by keeping cash flow updated with predicted and actual expenditures.

My responsibilities also included making sure that payment was received by external parties, when ICSN needed to purchase supplies. I filled out cheque request forms for executive members for items that they purchased and approved purchases larger than \$50. These approvals were done via weekly meetings, where I was updated the team about our financial position and the budget we had to maintain in order to keep that position, and/or fix it.

The proposed annual budget for next year is submitted after the winter term. I worked on annual budgeting for ICSN with our coordinator, made plans for future terms and made financial estimations.

Finance Director is responsible for investigating investment/collaboration opportunities for ICSN, this term we collaborated with Graduate Student Association for Elmira Maple

Syrup Festival and hence paid only 50% of the total bus expenditure. It might be a good idea to try to and collaborate with them again or look into different associations that are interested in financially collaborating with ICSN.

In terms of investigating for investments, we also looked into the Student Life Endowment Fund that the Federation of Students offer, in order to budget our investment in ICSN flags. Unfortunately, we looked into it a bit late and couldn't go forward with the request, but this can be a great investment opportunity for ICSN in future.

One of my tasks was to go through the line by line. Around middle of the term, I cross checked ICSN's past cash flow with the line by line that I received from the coordinator.

Most helpful tools were the google annual budget sheet and cash flow pages. This term I added a separate folder for cheque requests. It might be a good idea to continue with this practice. It makes cross checking and referencing easier and keeps the finances neat.

Better communication between Finance Director and Social Director will make budgeting easier. It might be a good idea to establish that Social Director needs to send receipts (predicted and actual costs) to finances as soon as possible, without multiple reminders.

Tip: Ask the Social Director to send you a projected cost before they buy supplies. Then you can see the trend of spending which helps in maintaining the budget considering time lag between expenditures and receiving invoices and receipts.

Advocacy Director

Jinwen Hu

Advocacy Director is responsible for advising the team on the interests of the student body through collecting data and opinions from surveys created. This position also helps other executives to research and plan events. Advocacy Director is expected to communicate with different student groups such as International students, Exchange students and Canadian students in order to understand their needs and how ICSN can help with improving their experience in University of Waterloo.

This term, I created five surveys. Three of them were for the monthly trips organized this term: Chicopee Trip, Quebec Trip and Niagara Trip. These surveys were intended to collect the students' overall experience with ICSN trips and their suggestions on how ICSN could improve in the future to provide better service. Due to class schedule conflict, I lost the opportunity to communicate with International students and other

student groups on Babble Cafe. Hence, I made another survey called “Students Needs Survey” to ask whether the students have encountered any problems that ICSN could help with. Unfortunately, not many students respond to this survey. In the future, ICSN can try to encourage more students to participate in the survey. The last survey, “EOT Party Survey” was designed for understanding the students’ interests on what they expect to have in EOT party. We believe that utilizing surveys is an effective way to assist with tailoring services provided by ICSN towards their interests and needs better.

In addition, I have helped with other executors to plan the activities. I partnered with Social Director, Hayston Lam, to brainstorm the activities and supplies for Cultural Connections. For the EOT party, I partnered with Special Projects Director to do research and prepare on the cultural games that will be used in the party. As well, I participated in several Cultural Connections on Thursdays and assisted with the promotion and set up of International Students Appreciation Night. When I promoted this event, I contacted multiple cultural clubs to ask for their cooperation. The detail of partnership can be referred to Section 6.0 Partnerships/Collaborations.

Google form and Pinterest are two important tools for this role in my opinion. Utilizing all features in Google form is extremely helpful for making surveys both precise and visually effective. The survey can incorporate different types of questions such as multiple choices, True/False, short answers and scales to customize it towards our objectives. On the other hand, since I also need to provide suggestions on activities planning and brainstorming, Pinterest is a helpful tool because there are thousands of practical and unique ideas on this website. It is recommended for the future Advocacy Director for brainstorming photo booth props, crafts and many other projects.

I will improve this role by forming stable relationship with the volunteers because usually they can provide solid feedbacks on the activities and interesting ideas on future events planning. Also, many of them have connection with other cultural clubs or student groups. These volunteers can help ICSN to reach out and have better understanding of the student body. The tips I will give the next Advocacy Director are:

1. If you have time, you are encouraged to participate in more weekly events to get in touch with the international students and Exchange students.
2. If you go to these events, ensure that you communicate with these students and form friendship with them so that you can advocate for what they experience.
3. Have more knowledge in different cultures.

Special Projects Director

Whitney Tam

The Special Projects Director is mainly responsible for organizing and preparing the ICSN team for any university booths and partnership events on campus, and helping research and create feasible events for current and future terms. This position works closely with the two Coordinators to implement research and projects that are wanted by

the student population acquired through surveys and suggestions through email or word of mouth. In addition, this position communicates with other executives for their opinion of the activity, location and feasibility.

This term I was able to research various locations that were wanted by the student population and see if it would be feasible to be executed this term or in future terms. I looked into the admission or pricing of each activity, what available options there were (such as package deals), group rate/sales if applicable, and a brief description of the activities or sightseeing spots. Students showed interest in: Canada's Wonderland, Thousand Islands Cruise in Kingston, watching a play in Stratford, and overnight camping at Algonquin Provincial Park. The details can be found in Section 9.0 - Special Projects. In addition, I looked into a few add-on options for the Niagara Falls trip this term and we concluded on the Clifton Hills Fun Pass as it gave more options and activities for students to enjoy and spend their time. We are currently in the works with planning the Toronto Harbour Cruise Trip for Spring 2017 with an add-on option to the Royal Ontario Museum to hand over to the next ICSN team.

Aside from researching and attempting to implement these projects into future monthly trips, I was also responsible for managing and preparing the ICSN team for any university-related booths or partnerships ICSN had agreed on. We held a booth at Campus Life Fair and the International Week in partnership with the BASE program and English Language Institute at Renison University College. I remained at the booth for a large duration of the event to make sure things were going smoothly from the beginning. I made plans and activities that will be executed at the booths and prepared a script for our volunteers to reference as it was still early in the term. I also coordinated with the Internal Director to reach out to our volunteers to take shifts and reached out to the fellow Executive Team to schedule at least one Executive Member at the booth at all times. I briefly helped with creating the packing list for the Quebec City Trip in February.

Google Drive, Docs, Sheets and emails were all very useful tools for this position. Especially when recording details for each project, Google Docs was very useful as I was able to share and allow the Coordinators to edit and view the proposed activities. Google Sheets was extremely helpful in coordinating different shift times for booth events with volunteers and executives. Microsoft Publisher was an extremely useful tool as it allowed more freedom in designs and positioning of texts and figures.

There can be some improvements to this role mostly due to the fact that it is relatively new and I was still trying to get a good grasp of my position and responsibilities. I would improve this role more by really identifying deadlines and organizing different priorities for various projects as some are more urgent than others. I would also try to request all the finalized details and materials provided at booth events to better plan the events because at times, I was told certain things would be present but ended up being absent from the booth spaces.

A tip for the next person for this role would be to confirm all the details and materials provided at the booths to have a good idea of what to expect and what to not expect. In addition, to know your deadlines of assigned projects as planning and execution requires a good timeline. I would suggest making use of Google Calendar and sending yourself reminders of what needs to be done by urgency. Do not forget to use your team to bounce ideas off of or even to get help with booth events. Lastly, when researching potential events make sure to look for pricing, whether group rates/sales are available, different options that may be offered and providing a description of what each option entails. Although that may not apply to all activities and events that you may be researching for, it will be a good baseline to start with.

14.0 Event Summary Reports

Babble Cafe			
Babble Cafe: Let’s Get Organized (Jan. 10)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$195.10 CAD	Date	Jan. 10, 2017
		Times & Timing	Bi-weekly 6:30pm - 8:30pm
		Location	Grad House Upstairs
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Paula Colaso, Coordinator Kayla Dixon, Coordinator Hayston Lam, Social Director	Total Participants	44
Partners in organizing	Student Success Office	Comments:	2 co-op students from Student Success Office
Number of students involved in planning	11 (2 for planning, 4 execs and 7	Demographics: (students) 15 - International	

and execution	volunteers for execution)	5 - Exchange 24 - Canadian
<p align="center">Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i></p>		
<ul style="list-style-type: none"> - Facebook event page posted on Jan 6th - 30 people listed as going; 26 listed as interested - 1900 people reached total, 269 people viewed; 62 people responded - Posted event link one day before event, 3 likes, 396 reach - Verbal promotion during Campus Life Fair 		
<p align="center">Goals and Learning Outcomes of the Event</p>		
<p>The topic of this night was about getting organized. It was meant to prepare students for the beginning of the academic term, facilitate interaction and create a fun welcoming environment for students. We invited two guests from the Student Success Office to chat with students about getting organized as well as tips to be successful academically throughout the term.</p>		
<p align="center">Summary of Event</p>		
<p>While waiting for more people to arrive to the event, people were free to socialize amongst each other. When the room was full, we began with icebreakers for participants to get to know each other. These icebreakers were moderately successful and gave participants the opportunity to interact with other students. However, discussion questions were mostly neglected for the event and participants chose to have discussion about their own topics. Furthermore, high attendance exceeded the expectations of the event, which made icebreakers much more difficult to run.</p>		
<p align="center">Recommendations for Future Events</p>		
<ol style="list-style-type: none"> 1. Arrange tables into a floor plan that will not allow people to comfortably stand. This will make people want to sit down, and be able more successfully hold conversations. 2. Factors related to high attendance: <ul style="list-style-type: none"> - First Babble Cafe event of the term - Strong promotion by the team 		

Cultural Connection			
Cultural Connection: Skating in Uptown Waterloo (Jan. 19)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$196.40 CAD	Date	Jan. 19, 2017
		Times & Timing	Bi-weekly 6:00pm - 8:00pm
		Location	75 King Street South, Waterloo, ON, N2J 1P2
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	23
Partners in organizing	McPhail's	Comments:	Skate rentals from McPhail's
Number of students involved in planning and execution	7 (2 for planning, 5 execs and 2 volunteers for execution)	Demographics: (students) 11 - International 3 - Exchange 9 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none"> - Facebook event page posted on Jan 11th - 25 people listed as going; 30 listed as interested - 616 people reached total, 210 people viewed; 62 people responded - Posted event link four days before event, 2 likes, 179 reached - Posted event link three days before event, 1 like, 111 reached - Posted link in volunteer group nine days before event - Posted link in ICSN Facebook group three days before event 			

Goals and Learning Outcomes of the Event
The goal of the event was to provide participants with an authentic Canadian winter time activity, skating. For many of the participants, this was their first time skating and was a valuable experience. By running events such as skating, it exposes participants to Canadian culture and expands their experiences during their time at the University of Waterloo.
Summary of Event
Overall, the event ran well and provided participants with a memorable experience. There were no issues with the group meeting in SLC 2134/2135 before heading to the bus stop and bussing to the event location together. The walk from McPhail's was not too far from the skating rink and students were able to socialize during the walk. NOTE: There were some students who signed up and paid for skates, but ultimately did not sign up or show up at the event.
Recommendations for Future Events
<ul style="list-style-type: none"> - Getting hot chocolate was a good bonus to keep people warm and acted as an additional incentive to attend the event - When people need to bus to an event location, propose an earlier time than you are intending to leave. For example, if the bus is at 6:00pm, ask participants to meet by 5:50pm.

Monthly Trip			
Beginner's Skiing at Chicopee Ski Hill			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	416.82 CAD	Date	Jan. 22, 2017
		Times & Timing	10:30am - 4:00pm
		Location	Chicopee Ski Hill , 396 Morrison Road,

			Kitchener, ON N2A 2Z6
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Kayla Dixon, Coordinator Paula Colaso, Coordinator	Total Participants	45
Partners in organizing		Comments:	
Number of students involved in planning and execution	5 (2 for planning, 2 execs and 1 volunteers for execution)	Demographics: (students) -9 International -30 Exchange -4 Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Jan 6th- 27 people listed as going; 52 listed as interested- 1800 people reached total, 387 people viewed; 90 people responded			
Goals and Learning Outcomes of the Event			
<p>This event aimed to provide an opportunity for people who have never tried skiing before to experience the sport with a guided lesson to help get them started. Skiing is a common activity in countries experiencing snowy winters and many international students have not had the privilege to try it out before. Organizing the skiing trip as an ICSN event was an opportunity to provide a convenient and affordable way for student to sign up and go as a large group rather than researching prices and going on their own.</p>			
Summary of Event			
<p>There was some miscommunication between Feds and the bus driver as he arrived an hour earlier than expected, but his hours were reflective of the entire time he was there, as this was a mix up on our end. The bus arrived at Chicopee on time, but there was a problem with paying with debit that caused a large delay in the check-in process. However, everyone was able to make it to a beginner lesson time slot. After the lessons, everybody had the opportunity to go to whichever slope they wanted and everyone really enjoyed themselves. Check-out went smoothly, though it did take an</p>			

extra 15 minutes for people to get their deposits back if they paid using debit. One girl hurt her hand, but was taken care of by the Chicopee staff.

Recommendations for Future Events

Make sure to check over the event posting as debit was not normally accepted and the staff there took a while to accommodate the large influx of people paying by debit.

Babble Cafe

Babble Cafe: Get Involved! (Jan. 24)

Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$201.36 CAD	Date	Jan. 24, 2017
		Times & Timing	Bi-weekly 6:30pm - 8:30pm
		Location	Grad House, Upstairs
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	40
Partners in organizing	Graduate Student Association	Comments:	2 member from Graduate Student Association 1 member from UWCCCF 1 Don from Waterloo Housing
Number of students involved in planning and execution	15 (2 for planning, 5 execs and 10	Demographics: (students) 14 - International 4 - Exchange	

	volunteers for execution)	22 - Canadian
<p align="center">Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i></p>		
<ul style="list-style-type: none"> - Facebook event page posted on Jan 21st - 22 people listed as going; 23 listed as interested - 1200 people reached total, 145 people viewed; 46 people responded - Posted event link on the day of event, 1 like, 218 reached - Posted event link in volunteer group three days before event - Posted event link in ICSN Facebook group on the day of event (4:57 pm) 		
<p align="center">Goals and Learning Outcomes of the Event</p>		
<p>The goal of the event was to encourage students to become more involved in extracurricular activities such as clubs on campus. There were four guests from different departments on campus invited to the event. The first guest was heavily involved in athletics such as quidditch and swimming, in addition to being a Don. The second guest was heavily involved in student bodies, particularly within the Faculty of Environment. The third and fourth guests were from the Graduate Student Association and largely promoted their responsibilities in their respective roles. Ideally, the intention of having students socialize with these guests is to encourage them to join a club, group, society etc. and provide them with an opportunity to ask any questions to the guests about their respective clubs.</p>		
<p align="center">Summary of Event</p>		
<p>Overall, the event ran well and there was lots of interaction and socializing between participants. Since a lot more people than expected came to the event, there was the need to move tables and chairs from the ground floor of the Grad House to the second floor. The high attendance also made running the icebreaker activity of the week - Bingo - incredibly difficult as people quickly started forming groups. Additionally, the GSA gave a semi-formal presentation that took longer than expected due to a miscommunication between the host and the speakers.</p>		
<p align="center">Recommendations for Future Events</p>		
<ol style="list-style-type: none"> 1. No formal presentations as students become disinterested 2. When expecting higher attendance, plan for food that will last longer and feed a larger number of bodies 		

Special Events			
Warriors Volleyball Pre-Party (Jan. 27)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$0.00 CAD	Date	Jan. 27, 2017
		Times & Timing	5:15pm - 6:00pm
		Location	SLC Great Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Vanshika Agnihotri, Finance Director Kayla Dixon, Coordinator Hayston Lam, Social Director	Total Participants	1
Partners in organizing	Athletics Office	Comments:	Almost no student participants showed up at the event
Number of students involved in planning and execution	3 (3 for planning and 2 for execution)	Demographics: (students) 0 - International 0 - Exchange 1 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
- Facebook event page posted on Jan 25th - 9 people listed as going; 12 listed as interested - 385 people reached total, 60 people viewed; 22 people responded - Posted event link on the day of event, 0 likes, 93 reach - Posted event link in volunteer group one day before event			
Goals and Learning Outcomes of the Event			

The goal of the event was to bring students to a volleyball game to show school spirit and familiarize students with the sport. A special request was made to the Athletics Office to pick up face paint, banners, and clappers to provide as swag for the students and to represent school spirit.
Summary of Event
Unfortunately, almost no participants showed up to the event. Although the event had essentially no attendance, it was well prepared including getting swag from the Athletics Office ahead of time and preparing a music playlist to create a lively atmosphere. Additionally, a mascot from the Athletics Office visited the event.
Recommendations for Future Events
<ol style="list-style-type: none"> Factors related to low participation: <ul style="list-style-type: none"> Busy class and assignment schedules of students Not enough interest in the event by students <ul style="list-style-type: none"> Gauging student interest ahead of time would have been beneficial

Cultural Connection			
Cultural Connection: Sports Night (Feb. 2)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$38.78 CAD	Date	Feb. 2, 2017
		Times & Timing	Bi-weekly 6:00pm - 8:00pm
		Location	St. Jerome University Gym
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	13

Partners in organizing	St. Jerome's University booking	Comments:	N/A
Number of students involved in planning and execution	11 (2 for planning, 4 exec and 7 volunteers for execution)	Demographics: (students) 5 - International 1 - Exchange 7 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Jan 26th- 24 people listed as going; 10 listed as interested- 389 people reached total, 123 people viewed; 37 people responded- Posted event link four days before event, 3 likes, 164 reach (4:17pm)- Posted creative gif one day before event, 0 likes, 349 reach (8:00pm)- Posted event link on the day of event, 1 like 86 reach (12:00pm)- Posted event link in volunteer group one day before event- Posted event link in ICSN Facebook group on the day of event			
Goals and Learning Outcomes of the Event			
The event's goal was to provide an opportunity for participants to try out a variety of sports including basketball, soccer, volleyball, dodgeball, and badminton. For many participants, it was their first time playing some sports such as volleyball. Additionally, the event promoted physical activity and a healthy lifestyle.			
Summary of Event			
Many volunteers and students arrived at SJU's gym past the start time of the event. While waiting for more participants to show up, students were free to begin playing basketball. However, many chose to socialize until the first students arrived, where we then set up volleyball to promote teamwork and cooperation. Throughout the rest of the night, the gym was partitioned into two concurrent sports. Sports were chosen based on a democratic voting system by participants. Overall, the event was successful but would have greatly benefitted from a higher attendance.			
Recommendations for Future Events			
Factors of low participation: <ul style="list-style-type: none">- Busy schedule- Not enough interest in the event by students- Event location was difficult to find (need better signage)			

Babble Cafe			
Babble Cafe: Speed Meeting (Feb. 7)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs		Date	Feb. 7, 2017
		Times & Timing	Bi-weekly 6:30pm - 8:30pm
		Location	Grad House Upstairs
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	23
Partners in organizing	N/A	Comments:	
Number of students involved in planning and execution	13 (3 for planning, 5 execs and 8 volunteers for execution)	Demographics: (students) 11 - International 2 - Exchange 10 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none"> - Facebook event page posted on Feb 1st - 16 people listed as going; 14 listed as interested - 237 people reached total, 108 people viewed; 31 people responded - Posted event link four days before event, 1 like, 120 reach (8:00pm) - Posted creative photo two days before event, 1 like, 2896 reach (9:00pm) - Posted creative photo one day before event, 0 like, 2549 reach (9:00pm) - Posted event link in volunteer group six days before event (7:57pm) 			
Goals and Learning Outcomes of the Event			
The topic of this night is about meeting new people and having conversations to better			

get to know them. It was meant to allow participants to practice their English in a safe environment and become more comfortable with the language while making new friends.
Summary of Event
The activities for the event started a bit later (~7:00pm) to allow more people to arrive to the event. Despite receiving a lower than expected attendance, many students enjoyed the rotations, which allowed them to talk to people they wouldn't normally talk to. There were also comments made by students about having a good food and drink selection for this week's Babble Cafe.
Recommendations for Future Events
<ol style="list-style-type: none"> 1. The rotations worked really well and getting people to interact with new individuals. However, in a similar format, consider having a few volunteers walking around to facilitate conversations at different groups. 2. Factors relating to low numbers: <ul style="list-style-type: none"> - Weather - Midterms are approaching

Cultural Connection			
Cultural Connection: Latin Dance Class (Feb. 16)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	<u>CAD</u>	Date	Feb. 16, 2017
		Times & Timing	Bi-weekly 6:00pm - 8:00pm
		Location	Student Life Centre - Multipurpose Room
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director	Total Participants	22 participants

	Kayla Dixon, Coordinator		
Partners in organizing	KW Salseros	Comments:	2 dance instructors from KW Salseros
Number of students involved in planning and execution	<u>11 (2 for planning, 4 exec and 7 volunteers for execution)</u>	Demographics: (students) 9 - International 2 - Exchange 11 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Feb 7th- 24 people listed as going; 15 listed as interested- 274 people reached total, 107 people viewed; 40 people responded- Posted event link seven days before event, 1 like, 199 reach (9:00pm)- Posted creative photo six days before event, 4 likes, 2379 reach (12:00pm)- Posted creative photo five days before event, 0 likes, 2135 reach (9:00pm)- Posted event link one day before event, 1 like, 143 reach (12:00pm)- Posted event link in volunteer group 10 days before event- Posted event link in ICSN Facebook group on the day of event			
Goals and Learning Outcomes of the Event			
The event's goal was to provide participants with an an opportunity to de-stress from midterms and expose participants to a fun cultural activity - latin dancing. For many participants, it was their first time experiencing a latin dance class or attending any type of dance class. The event promoted physical activity and the activity instilled confidence amongst participants.			
Summary of Event			
Overall, the event was successful as participants had fun and were able to try out a new activity. However, the event would have largely benefitted from a higher attendance initially.			
At the beginning of the event, not many participants showed up and people were generally shy about participating. After making multiple announcements in the SLC, more people began to join the event and the atmosphere was much more lively. Towards an hour into the event, participants were much more comfortable and it appeared that everyone was enjoying the event much more.			

Recommendations for Future Events
<p>Factors related to low participants:</p> <ul style="list-style-type: none"> - The event was scheduled during a time when many students had midterms - Not enough awareness of the event (e.g. insufficient signage) <ul style="list-style-type: none"> - Increase awareness for future events through more signage, especially if in a high traffic area such as SLC

Monthly Trip			
Quebec City Road Trip			
Category <i>Educational, Social, Promotional, or Other</i>	Social/Adventure/ Tourist Opportunity	Service Name	ICSN
Total Direct Event Costs	\$21,540.00 CAD Less Revenues: \$21,647.00 CAD Balance: + \$132.10	Date	February 17th - 20th 2017
		Times & Timing	Left at 1pm on Friday, returned 10pm on Monday (Family Day).
		Location	Quebec City - Hôtel Le Concorde 1225 Place Montcalm, Québec City, QC G1R 4W6
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Paula Colaso, Coordinator	Total Participants	53
Partners in organizing	Brightspark Tour Company - Carla Pessoa	Comments:	The tour company was fantastic in accommodating our tailoring of the trip. We preferred running the trip without the provided tour

			guide and there were good cost savings as a result of that.
--	--	--	---

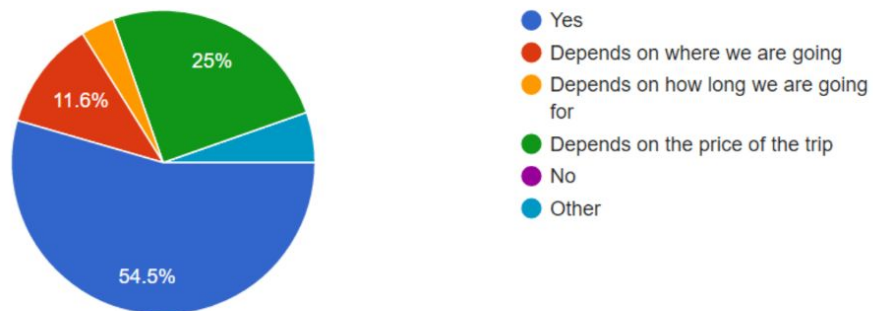
Number of students involved in planning and execution	Both Coordinators Special Projects Director Communications Director	Demographics: International - 13 Exchange - 25 Canadian - 12 Feds Employees - 3
---	---	--

Summary of Promotions
Including Facebook, Ticketfi, and website statistics where appropriate.

In the Fall 2017 Term, we first put out a survey asking if people were generally interested in the idea/concept of a weekend trip. We had a goal of 100 responses on our survey which we exceeded.

Are you genuinely interested in attending an overnight trip held by ICSN Winter 2017?

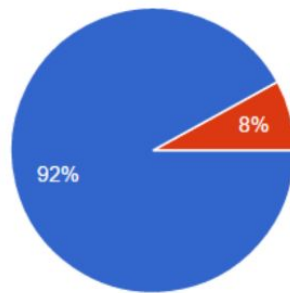
(112 responses)



Full data is available from ICSN Coordinators.

We then published a secondary survey with specifics (after contacting tour companies and determining estimated pricing and options for the trip). We had a goal of at least 50 responses which we achieved.

Based on these dates AND times, would you attend the trip?



Yes **46** 92%
No **4** 8%

With this insight we moved forward with putting together a package from the tour company we selected (3 vendors proposed plans) and began to promote the trip on campus using Feds Marketing department.

- Feds Promo Booth
- Paid Social Media Advertising
- Poster Run
- Facebook Event

See in dept communications plan:

Facebook Groups to Post In	Done?
Frosh Groups from All Years	Done
Exchange Group	Nov 30, 12mn - https://www.facebook.com/groups/198428700265312/permalink/1160719367369569/
International Clubs we can find	
ICSN Facebook Group	Done
Provide Volunteers with a post that they can cut and paste into groups they are a part of	Done
Ask volunteers to invite people to attend the event page	Nov. 23, 5:30pm
Post in Co-op Connection groups (those students will be back on campus next term).	Done All

Campus Contacts We Can Email	Done?
Waterloo International - request that they email future exchange students for Winter 2017	Done + follow up email done
GSA - I think they send out a newsletter	Done
Grad House	Done
Feds Marketing Department - Jackie Martinez	Done
SSO - Kevin IPC Group + the SSO Newsletter	Done
Renison - Ryan Base Program	Done
French Department - All of their professors asking to mention the trip in class with the slide we provide	Done
Other Languages Department?	
Residence Life Programmers (including Colleges) St. Pauls: Steve Prentice s3prenti@uwaterloo.ca Renison: Jeff Newell jeff.newell@uwaterloo.ca St. Jeromes: Katie Brogan + Kristina Bartold done Conrad Grebel: Mary Brubaker-Zehr mbrubake@uwaterloo.ca Housing Residence Life Corrdinator: Pam De Leo pdeleo@uwaterloo.ca	Done
ICSN ListServ	Nov. 23, 4pm
International Spouses Group or something like that	
Survey Respondents to both Quebec Surveys	Nov. 18, 12pm
Posting on Facebook (ICSN Page)	Done?
Thank you to everyone who provided us with their feedback on an Overnight trip! The results were amazing and we heard you loud and clear!! We are happy to present:	Nov. 18, 11am
Wondering what to do for reading week? Grab your friends and take a road trip with us to Quebec City!! Deposit tickets will be on sale now until December 5. We only have a limited number so get your before they're gone!	Nov. 22, 3:30pm
Try something new! Come on a road trip with ICSN to Quebec City during reading week next term! We are kicking off day one of the trip with dog sledding and snowshoeing at Chenil La Poursuite! For the full itinerary, check out our event	Nov. 23, 12:30pm

page below and the website for more details. Everyone is welcome!	
Less than 2 weeks to purchase your 50% deposit ticket for our road trip to Quebec City! If you are looking to get out of town and do some exploring over reading week, then this is a perfect opportunity! We will have a full itinerary of the trip COMING SOON!	Nov. 24, 12:10pm
Thinking about taking a trip during reading week? Join us for a road trip to Quebec City! Only \$399 for your hotel, transportation, lots of excursions, and some meals! This trip would easily cost over \$1000 on your own. Why not save some money 😊 Buy 50% deposit tickets now: https://www.facebook.com/events/205149746593604/	Nov. 26, 2:00pm
The deadline to purchase 50% deposit tickets for Quebec is ONE WEEK AWAY! Take a look at the hotel we will be staying at! Hard to resist spending your reading week here! https://www.hotelleconcordequebec.com/en... GET TICKETS NOW: https://www.facebook.com/events/205149746593604/	Nov. 28, 6:15pm
Round up a group of friends!! The deadline to purchase 50% deposit tickets for a Road Trip to Quebec City is now SIX DAYS away! GET YOUR TICKETS NOW. Have you ever been snowshoeing? This is your chance! https://www.facebook.com/events/205149746593604/ [Photo of Snowshoeing] - 2670 people reached	Nov. 30, 9:30am
We have sold more than 25% of tickets, don't wait until the last minute to buy because there is only ONE bus for this trip, and it's a pretty Canadian one too! Join ICSN on the official Great Canadian Coach as we road trip to Quebec City in February! Tickets found here: https://ticketfi.com/.../icsn-goes-on-a-road-trip-to-quebec-c... [Photo of Great Canadian Coach Bus] - 3666 people reached	Nov. 30, 5:12pm
Getting Hungry Waterloo?? Get your ticket for the ICSN Road Trip to Quebec City NOW! Students voted for a group dinner, and we booked a true Canadian Treasure! Enjoy a traditional sugar shack meal followed by folk music, dancing and maple taffy served on	Dec 1, 12:30pm

<p>snow.</p> <p>MENU: French Canadian pea soup, home made bread, maple flavoured brown beans with pork, crispy salted pork, maple ham, oven baked omelet, meat pie, hash browns, maple syrup and crepes for dessert, beverage, coffee or tea. [Photos of Food from the Restaurant]</p>	
<p>Have you ever been in a castle? How about one made completely out of ICE! It's time to embrace your inner Canadian, and join ICSN on the Canadian Roadtrip of Lifetime! Tour a Castle Made of Ice, see outstanding Ice Sculptures from Carnival and Visit Hotel de Glace with us! Tickets available here: https://ticketfi.com/.../icsn-goes-on-a-road-trip-to-quebec-c... [Photos of ice castle and sculptures]</p>	Dec 1, 5:30pm
<p>The full itinerary is available for our road trip to Quebec City! Take a look: http://www.feds.ca/.../files/2016/12/UofW-Quebec-2017-itiner a... We have lots of exciting adventures set up as well as free time to do some of your own exploring! Get your 50% deposit ticket before Monday: https://www.facebook.com/events/205149746593604/?ti=icl</p>	Dec. 2, 3:17pm
<p>ICSN is going on a road trip to Quebec City this Reading Week! Explore Old Quebec, snowshoe, go dogsledding, and more. Put a group together & book your deposit ticket by MONDAY DECEMBER 5th. EVENT PAGE WAS SPONSORED BY MARKETING DEPARTMENT</p>	December 1st - Monday December 5th
Other Marketing Avenues	Done?
Media Screens	Pending
Mail Posters to People who will hang them up? Or where else can we put these posters??	
<p>Print Handouts and give them out at all of our events in the next week</p> <ul style="list-style-type: none"> - Throwback Thursday - Done - Babble Cafe - Toronto Trip 	
Goals and Learning Outcomes of the Event	

For the past two terms students have been asking us often to run overnight trips. We felt as though this was an untapped possibility and wanted to attempt offering something new. Students who attended the trip got an opportunity (especially exchange students) to see a part of Canada and experience the Canadian culture. We went dog sledding, snowshoeing, tubing, skating, visited an Ice Castle, walked over a frozen waterfall, explored old Quebec, tasted original poutine, and much more!

Summary of Event

For a full itinerary of the ICSN goes to Quebec City trip please request a copy of the final itinerary.

Recommendations for Future Events

We followed a strict schedule in the preliminary stages of running of the trip. This timeline was proposed to the Services Manager and was made available to all the tour companies who were sending in proposals. This timeline worked for tour companies in terms of timeline and payment requirements.

Proposed Timeline:

Week of October 24th - 28th

- Research basic information about what students would be most interested in doing
- Build a survey and get it approved by you, we want something with very firm language we want people to commit if they are genuinely interested in going
- Possible Options include weekend trip to Carnaval (February 10-12) OR Trip to Ottawa Montreal during Read week (dates TBD), understanding people's max budget or willingness to pay, etc.

ICSN: Advocacy Director

Week of October 31st - 4th

- Publish Survey and create buzz around the trip
- Market the survey heavily in literally everywhere (Co-op Connection Groups, Feds Main Page, ICSN page & group, IBase Program, CLV Mailing List, ICSN Mailing list, etc.)

Expectation: If over 50 students commit to the trip, then we will investigate a firm budget and plan without making any commitments

ICSN: Communications Director

Week of November 7th - 11th

- Investigate a more accurate final price without booking or reserving anything that is non-refundable
- Create small sample itinerary and informational piece to share with students

ICSN: Coordinator, Social Director, Finance Director & Services Manager

Weeks of November 14 - 25 (2 weeks)

- Sell "down payment/deposit" tickets for the trip that are non-refundable (only if the trip is cancelled would they will be refunded)

- Two weeks of intensive ticket sales for down payment tickets

Expectation: Minimum of 20 people need to pay a down payment in order for us to move forward otherwise we cancel the trip

ICSN: Communications Director

ON Monday November 28th

- Make FINAL call as to moving forward or cancelling the trip

ICSN: Coordinators and Services Manager Campus Life Manager

If approved:

- Sell deposit tickets until Friday January 6th - hard deadline
- Have informational meeting week of January 9-13th
- Week of January 16 - 30 - final payments due (balance owing)

Our Advice:

Our advice would be to follow this timeline in order to ensure enough attendance and awareness. Ultimately, by the date (November 28th), we had sold out of all tickets for the trip and no more could be made available. Therefore, only early bird purchasers got tickets and we had many students requesting more tickets, but we could not add a second bus for this type of trip.

Assign all non-coordinator tasks to the newly created Special Projects Director. Their role is to research and plan trips like this in advance terms of when they are happening and to work with the other directors to put out communications, surveys, and any other pieces needed.

ICSN coordinators were active in engaging with the students during the trip. Having both coordinators lead and not a tour guide was great outreach for us because the students have continued to attend our weekly events upon returning home. We would recommend this structure be continued and future coordinators need to be willing to take on that commitment. We were the tour guide, advice giver, and cheerleader. We provided snacks, movies, and entertainment on the bus, asked students who were alone to join us for lunch if they didn't know where to go, and partook in every single activity with smile. We think this was a huge benefit to the success of the trip.

When creating another overnight trip, it would be advised to focus on the Canadian experience. The students loved that aspect of the trip the most and were eager to partake in adventure/outdoor experiences.

We recommend beginning communications with tour companies early on! Having a more finalized itinerary to be able to share with students really helps sell the trip!

On the trip, some tips for success include, giving the bus driver a gift card at the start, not bringing too much personal work with you, and determining who the Feds full time staff member will be well in advance.

Student Appreciation Night			
Bomber Wednesday - International Student Appreciation			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$276.96 CAD	Date	March 1, 2017
		Times & Timing	9:00pm - 2:00am
		Location	Bombshelter Pub in SLC
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Paula Colaso, Coordinator Kayla Dixon, Coordinator	Total Participants	~100
Partners in organizing	Iranian Student Association	Comments:	One individual from UW Photography Club
Number of students involved in planning and execution	Planning - 8 Execution - 10	Demographics: (students) Not tracked	
<p align="center">Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i></p>			

<ul style="list-style-type: none"> - Facebook event page posted on Feb 7th - people listed as going; listed as interested - people reached total, people viewed; people responded - Posted event link seventeen days before event, 10 likes, 696 reach (9:00pm) - Posted creative gif six days before event, 1 like, 397 reach (9:00pm) - Posted event link four days before event, 0 likes, 295 reach (12:00pm) - Posted creative photo one day before event, 0 likes, 317 reach (10:58am) - Posted creative photo one day before event, 1 like, 1872 reach (9:00pm) - Posted creative photo on the day of event, 0 likes, 1424 reach (3:40pm) - Posted creative photo in ICSN Facebook group one day before event
Goals and Learning Outcomes of the Event
The objective of the event was to celebrate and appreciate international students. The event was intended to create a comfortable environment for students to participate in Bomber Wednesday that was themed to recognize international students.
Summary of Event
There was a photobooth and prize table set up outside of Bomber while event participants lined up. Event participants were invited to take pictures that would then be posted on ICSN's Facebook page, and enter into a draw for a variety of prizes from local sponsors such as Crossroads Cafe, Campus Pizza etc. However, attendance was not optimal and partnerships with other student associations were not well-established. Overall, the event was well-prepared for and students that came out had a memorable experience.
Recommendations for Future Events
<ol style="list-style-type: none"> 1. The event would have greatly benefitted with establishing partnerships with other clubs and student associations 2. Pick a more opportune time within the term to receive a larger turnout

Babble Cafe			
Cultural Connection: Make Your Own Sushi Cooking Class (Mar. 2)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN

Total Direct Event Costs	\$220 CAD * *estimation-update final cost	Date	Mar. 2, 2017
		Times & Timing	Bi-weekly 6:00pm - 8:00pm
		Location	Student Life Centre - Multipurpose Room
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	70
Partners in organizing	N/A	Comments:	N/A
Number of students involved in planning and execution	Planning - 2 Execution - 5	Demographics: (students) 30 - International 3 - Exchange 37 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Feb 7th- 37 people listed as going; 41 listed as interested- 367 people reached total, 227 people viewed; 73 people responded- Posted event link nine days before event, 2 likes, 127 reach (9:00am)- Posted creative photo eight days before event, 4 likes, 2 comments, 2693 reach (9:00pm)- Posted creative gif five days before event, 0 likes, 371 reach (9:00pm)- Posted creative photo one day before event, 0 likes, 1604 (9:00pm)- Posted creative photo on the day of event, 3 likes, 1961 reach (12:00pm)- Posted event link in volunteer group 6 days before event- Posted event link in ICSN Facebook group on the day of event			
Goals and Learning Outcomes of the Event			
This event was an opportunity for students to socialize and meet new people while making sushi. Since there were many different sushi ingredients available, it also helped event participants to learn about different types of sushi! For a lot of students, it was also their first time making sushi and they thoroughly enjoyed the experience.			

Summary of Event
There was significant interest in this activity and many event participants arrived early. At 6:00 PM, students were invited into the SLC MPR to begin making sushi. There were many different ingredients for event participants to choose from, offering options for dietary restrictions. There were a few left over ingredients so students were able to take these home, which went over really well. Great event overall.
Recommendations for Future Events
<ol style="list-style-type: none"> 1. Prepare a signup schedule to better prepare for large number of participants 2. Have an activity prepared for participants as they are waiting or if they arrived early to the event 3. Some ingredients (e.g. Salmon) were more popular than others (e.g. imitation crab) - so be mindful of popular items when deciding how much of each ingredient to purchase

Babble Cafe			
Babble Cafe: Trip Down Memory Lane (Mar. 7)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$180.30 CAD	Date	Mar. 7, 2017
		Times & Timing	Bi-weekly 6:30pm - 8:30pm
		Location	Grad House Upstairs
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	23
Partners in organizing	N/A	Comments:	N/A

Number of students involved in planning and execution	Planning - 2 Execution - 4	Demographics: (students) 11 - International 2 - Exchange 10 - Canadian
<p align="center">Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i></p>		
<ul style="list-style-type: none"> - Facebook event page posted on Feb 10th - 11 people listed as going; 13 listed as interested - 337 people reached total, 87 people viewed; 22 people responded - Posted event link thirteen days before event, 0 likes, 100 reach (12:00pm) - Posted creative photo five days before event, 0 likes, 860 reach (9:00pm) - Posted event link one day before event, 0 likes, 96 reach (9:00pm) - Posted creative photo on the day of event, 1 like, 1507 reach (12:00pm) - Posted event link in volunteer group 3 days before event 		
<p align="center">Goals and Learning Outcomes of the Event</p>		
<p>The topic of this night was about memorable experiences and objects from one's childhood or home country. It was also an opportunity to meet new people and engage in conversations to get to know one another. Through these conversations, participants could also practice their conversational English.</p>		
<p align="center">Summary of Event</p>		
<p>The event began very slowly and not many event participants arrived until roughly 7:00 PM. No icebreaker was used at this event due to a combination of low attendance and a familiarity within the audience. In addition, not all groups used the discussion questions provided for the night, but the groups that did had great success with the activity.</p>		
<p align="center">Recommendations for Future Events</p>		
<ol style="list-style-type: none"> 1. The discussion questions for the night was successful and can be replicated for future events. Better facilitation by volunteers and executives would provide for a more successful discussion. 2. Keep in mind the potential of low attendance during midterms and to not necessarily take this as an indication of a poor theme 		

Niagara Falls			
Niagara Falls & Niagara-on-the-Lake Trip (Mar. 11)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$529.83 CAD	Date	Mar. 11, 2017
		Times & Timing	9:30am - 11:00pm
		Location	Niagara Falls & Niagara-on-the-Lake
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Kayla Dixon, Coordinator	Total Participants	131
Partners in organizing		Comments:	
Number of students involved in planning and execution	2 coordinators, 6 executives	Demographics: (students) 71 - International 34 - Exchange 18 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none"> - Facebook event page posted on Feb 11th - 45 people listed as going; 37 listed as interested - 857 people reached total, 372 people viewed; 69 people responded - Posted save the date creative photo thirty days before event, 29 likes, 2389 reach (9:00pm) - Posted creative photo twenty five days before event, 2 likes , 1852 reach (9:00pm) - Posted creative photo twenty days before event, 0 likes, 1187 reach (9:00pm) - Posted creative gif fifteen days before event, 1 like, 1 comment, 642 reach (9:00pm) - Posted creative photo ten days before event, 1 like, 1552 reach (9:00pm) - Posted creative photo seven days before event, 3 likes, 1499 reach (9:00pm) - Posted event link five days before event, 0 likes, 88 reach (9:00pm) - Posted creative photo one day before event, 0 likes, 1269 reach (12:00pm) 			

Goals and Learning Outcomes of the Event
<p>This is an event that is run each term and is largely successful. This term we had three busses take students to both Niagara Falls and Niagara-on-the-Lake. We offered add on purchases for students, including the Clifton Hill Fun Pass. The purpose of this trip is to give students an opportunity to explore Canada's famous waterfalls and take in the scenic and entertainment options offered.</p>
Summary of Event
<p>9:00am - Check in at DC 9:30am - Pick Up at DC 11:30am - Stop at Niagara-on-the-Lake for lunch and shopping 1:30pm - Depart from Niagara-on-the-Lake to Niagara Falls 2:00pm - Niagara-on-the-Lake to Niagara Falls 2:00pm - Arrive at Niagara Falls 2:00pm-9:00pm - Enjoy Clifton Hill Fun Pass/Free Time 9:00pm - Depart from Niagara Falls 11:00pm - Arrive at DC</p>
Recommendations for Future Events
<ul style="list-style-type: none"> - Only purchase add ons where tickets can be mailed ahead to save time and confusion day of - Make the stop at Niagara-on-the-Lake on option for Spring term rather than Winter term - Have buses depart at different times to give students option of how long they would like to stay in the area

Babble Cafe			
Cultural Connection - Board Games Night			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$132.84 CAD	Date	Mar. 16, 2017
		Times &	Bi-weekly

		Timing	6:00pm - 8:00pm
		Location	Student Life Centre - Multipurpose Room
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	15
Partners in organizing	N/A	Comments:	N/A
Number of students involved in planning and execution	Planning - 3 Execution - 6	Demographics: (students) 9 - International 2 - Exchange 4 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Feb 23rd- 11 people listed as going; 25 listed as interested- 359 people reached total, 110 people viewed; 39 people responded- Posted event link 7 days before event, 4 likes, 237 reach (9:00pm)- Posted creative photo 3 days before event, 4 likes, 1440 reach (9:00pm)- Posted creative gif 1 day before event, 0 likes, 281 reach (9:00pm)- Posted creative photo on the day of event, 1 like, 1388 reach (12:00pm)- Posted event link in volunteer group 2 days before event			
Goals and Learning Outcomes of the Event			
The purpose of the event was to create a casual, social environment for students to mingle, play board games, enjoy snacks, and overall take a break from studying and destress. For the majority of students, it was their first time playing the games “Say Anything” and “Cards Against Humanity.”			
Summary of Event			
Overall, the event ran smoothly and event participants had the opportunity to get to know others a lot better. There was a lot of praise for the amount and variety of snacks at the event. The games played were “Say Anything” and “Cards Against Humanity”, and both kept students interested. The one major difficulty faced was picking up the games from Turnkey Desk as there was a sign out policy of one game per event/group.			

Recommendations for Future Events
<ol style="list-style-type: none"> 1. Prepare a list of games ahead of time and ensure that all volunteers know how to explain each game 2. Having a variety of snacks (e.g. Bulk Barn) is something that was well-received and should be kept for future events

Babble Cafe			
Babble Cafe: Music Night			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	\$ 180.30 CAD	Date	March 21st, 2017
		Times & Timing	Bi-weekly 6:30pm - 8:30pm
		Location	Grad House 1st floor room
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Kayla Dixon, Coordinator	Total Participants	39
Partners in organizing	The Unaccompanied Minors	Comments:	8 members from The Unaccompanied Minors
Number of students involved in planning and execution	Planning - 2 Execution - 7	Demographics: (students) 21- International 0 - Exchange 18 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
- Facebook event page posted on Feb 7th			

<ul style="list-style-type: none"> - 10 people listed as going; 18 listed as interested - 248 people reached total, 93 people viewed; 29 people responded - Posted event link 5 days before event, 1 like, 147 reach (9:00pm) - Posted creative gif 2 days before event, 0 likes, 383 reach (12:00pm) - Posted creative photo 1 day before event, 0 likes, 1756 reach (9:00pm) - Posted event link on the day of event, 0 likes, 91 reach (12:00pm)
Goals and Learning Outcomes of the Event
The topic of this night was about meeting new people and having conversations to get to know one another. It was meant to allow participants to practice their English in a safe environment and become more comfortable with the language while making new friends.
Summary of Event
There was lots of interest in this week's theme and performance. The event was hosted on the first floor of Graduate House to account for the equipment and larger audience size. The Unaccompanied Minors began their performance around 6:45 PM. Afterwards, everyone was invited to enjoy food throughout the night. Different conversation groups formed throughout the night, and one group had a laptop out with people sharing music from their home country to the rest of the group. This was a very successful Babble Cafe.
Recommendations for Future Events
<ol style="list-style-type: none"> 1. If possible, having the performing group stay at the event for the entire event can give students the opportunity to talk to them. Make this very clear to the group as this is something we wanted for this event but did not happen. 2. Having other short performances at events is something that can be worth considering for future Babble Cafes

Cultural Connection			
Babble Cafe: Speed Meeting (Feb. 7)			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs		Date	Mar. 30, 2017
		Times &	Bi-weekly

		Timing	6:00pm - 8:00pm
		Location	SLC 2134
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hayston Lam, Social Director Simon Liu, Internal Director Kayla Dixon, Coordinator	Total Participants	22
Partners in organizing	N/A	Comments:	
Number of students involved in planning and execution	15 (4 for planning, 4 execs and 7 volunteers for execution)	Demographics: (students) 8 - International 0 - Exchange 14 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none">- Facebook event page posted on Feb 7th- people listed as going; listed as interested- people reached total, people viewed; people responded- Posted event link 7 days before event, 1 like, 126 reach (9:09pm)- Posted creative photo 5 days before event, 2 likes, 1860 reach (9:00pm)- Posted creative photo 3 days before event, 3 likes, 1822 reach (9:00pm)- Posted event link 1 day before event, 0 likes, 141 reach (9:00pm)- Posted event link on the day of event, 0 likes, 81 reach (5:17pm)			
Goals and Learning Outcomes of the Event			
The goal of the night was to provide a stress-relieving crafts night event for students to take a break from studying for exams and term projects. We provided supplies for the following crafts: Henna, painting, friendship bracelets, Chinese knots, and drawing. There were many opportunities to mingle with students when doing crafts, all while enjoying a cup of Bubble tea.			
Summary of Event			
The activities for the event started a bit later (~6:10pm) due to booking the room right at 6PM and there being another group in there. However, setup went really quickly and			

we had a good spread of volunteers across each station. Despite receiving an expected moderate attendance due to it being close to the end of term, many students came with their friends and had a relaxing time. The crafts that were done in order of popularity were: friendship bracelets, painting, and drawing. Henna and Chinese knots ended up not being a big part of the night.

Recommendations for Future Events

1. Bubble tea was an easy to distribute snack for the event and was quick to pick up from Campus Bubble
2. Book the room for 30 minutes prior to start of event to have time for setup
3. Factors relating to moderate numbers:
 - Weather
 - Exams approaching

Elmira Maple Syrup Festival

ICSN Goes to Elmira Maple Syrup Festival

Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs	432.23 (equal to half the price of the total bus cost, GSA paid the other half)	Date	April 1, 2017
		Times & Timing	8:00 AM - 4:00 PM
		Location	Elmira
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Kayla Dixon, Coordinator Paula Colaso, Coordinator	Total Participants	188
Partners in organizing	GSA (funding)	Comments:	
Number of students involved in planning	(2 for planning, 3 execs and	Demographics: (students) 95 - International	

and execution	volunteers for execution)	50 - Exchange 43 - Canadian
<p align="center">Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i></p>		
<ul style="list-style-type: none"> - Facebook event page posted on March 22nd - people listed as going; listed as interested - people reached total, people viewed; people responded - Posted creative photo thirty five days before event, 8 likes, 1659 reach (9:00pm) - Posted creative gif 17 days before event, 2 likes, 564 reach (3:00pm) - Posted creative gif 17 days before event, 1 like, 534 reach (12:00pm) - Posted event link 14 days before event, 2 likes, 543 reach (12:21pm) - Posted event link 10 days before event, 1 like, 334 reach (12:15pm) - Posted event link 4 days before event, 0 likes, 104 reach (9:00pm) - Posted creative photo one day before event, 3 likes, 140 reach (2:18pm) - Posted in ICSN facebook group 18 days before event 		
<p align="center">Goals and Learning Outcomes of the Event</p>		
<p>This event offered students a method of transportation to and from the annual elmira Maple Syrup Festival. This is a great opportunity for students to experience traditional Canadian maple syrup, including learning about the ways in which it is collected and made. There are many activities for students to do and it is a very welcoming community event.</p>		
<p align="center">Summary of Event</p>		
<p>Two buses operated on a rotating schedule to pick students up from DC, drop off in Elmira, pick up in Elmira, and return to DC. Buses were at each location roughly every 45 minutes. Executives were stationed at both locations to do check in, load students onto the buses, provide directions and a schedule of returning buses as well as information for the GRT if they chose to take that method of transportation home.</p>		
<p align="center">Recommendations for Future Events</p>		
<ol style="list-style-type: none"> 1. Have fewer returning buses as many students opted to take GRT home 2. Give more information ahead of time as to what to expect and what exactly students can do at the festival 3. Provide handouts or email students the map of the area and returning bus schedule prior to the event 		

End of Term Party			
ICSN End of Term Party			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	ICSN
Total Direct Event Costs		Date	April 4, 2017
		Times & Timing	6:00pm - 8:30pm
		Location	EV3 4412
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Kayla Dixon, Coordinator	Total Participants	59
Partners in organizing	N/A	Comments:	
Number of students involved in planning and execution	(7 for planning, 7 execs and 11 volunteers for execution)	Demographics: (students) 38 - International 1 - Exchange 20 - Canadian	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
<ul style="list-style-type: none"> - Facebook event page posted on March 29th - people listed as going; listed as interested - people reached total, people viewed; people responded - Posted creative photo 9 days before event, 20 likes, 1220 reach (9:00pm) - Posted event link 6 days before event, 3 likes, 199 reach (12:02pm) - Posted creative photo 6 days before event, 2 likes, 471 reach (5:05pm) - Posted creative photo 3 days before event, 1 like, 2019 reach (9:00pm) - Posted creative photo 2 days before event, 3 likes, 1737 reach (9:00pm) - Posted creative photo 1 day before event, 1 like, 1238 reach (9:00pm) - Posted event link on the day of event, 2 likes, 139 reach (12:00pm) - Posted in facebook volunteer group 6 days before event - Posted in ICSN facebook group 6 days before event 			

Goals and Learning Outcomes of the Event
<p>The goal of our End of Term Party is to celebrate all the students that have attended our events throughout the term. We want to provide a fun and relaxing space for people to mingle, try new things, and take a well deserved break before starting exams. This event was very popular and enjoyed by all the students that came out.</p>
Summary of Event
<p>We chose to host an 'Around the World' themed event where participants received an ICSN passport and traveled to different countries (booths) to play a game from that country. Once the game was completed the participant would receive a stamp in their passport and travel to the next country. Once they received three stamps they were invited to come sample foods from each of the countries.</p>
Recommendations for Future Events
<ol style="list-style-type: none"> 1. Book food early for such a large scale event 2. Make sure one volunteer is running each station and is well versed on the game at their booth 3. Book a larger space to accommodate for people playing games that require more movement and so that people can be seated while sampling the food 4. Assign volunteers/executives specific roles for clean up and set up so that it can be done as efficiently as possible