

End of the Term Report Winter 2017



Prepared by: Stella Ho and Mason Chengyang Lin

1.0 INTRODUCTION

This report analyzes the occurrences and outcomes that have taken place within Co-op Connection during the Winter 2017 term. Co-op Connection aims to provide co-op students with social programming, peer mentorship as well as alumni mentorship. At Co-op Connection, we believe that a student's co-op work term should be about more than just their job. Students should be given the opportunity to explore the cities they work in with others student in the area. Students who take part in our programming enjoy regular Co-op Connection sponsored events throughout the term, which provide them with the chance to socialize and network with peers and alumni.

2.0 VOLUNTEER MANAGEMENT

2.1 COORDINATOR, EXECUTIVES, AND CITY AMBASSADORS RECRUITMENT AND SELECTION

This term we took the advice of past coordinators and advertised our Coordinator, Executive, and City Ambassador positions via booth hours. With the help of Feds Marketing team, we received great graphics to post and share on social media to promote these opportunities as well. In regards of hiring, we received a good number of applicants for all positions. There were four applicants for coordinators and thirteen for Executive positions. We successfully hired one coordinator and three executives. Since the service has reduced the Coordinator positions to one position, we decided to hire a finance executive to assist the coordinator. We believe that Carlie Kong, Coordinator for Spring 2017, will be able to lead the service with her expertise and past knowledge. For executive positions, we hired Priyanka Loganathan as our Sponsorship Director, Rhea Jacob as our Finance Director, and Theresa Lee as our Marketing Director.

As for City Ambassadors, we are very excited to have chapters in San Francisco, Markham/Richmond Hill/Vaughan, Calgary, Hong Kong, Toronto, Waterloo/ Kitchener/ Cambridge, Vancouver, Ottawa, and Seattle.

Burlington/Hamilton, Hong Kong, Boston, New York City, and Markham/Richmond Hill/Vaughan in the Winter. Please note that due to the relatively low number of co-op students, we would not be funding events in Hong Kong and Boston. Interviews for all positions were conducted in person or via Skype.

Table 1. Spring 2017 Team

Coordinators	
Coordinator	Carlie Kong
Executive	
Admin and Marketing	Theresa Lee
Finance	Rhea Jacob
Sponsorship	Priyanka Loganathan
City Ambassadors	
Toronto	Laura Zhang , Kritika Mehta
Ottawa	Maegan Wall
Vancouver	Justyna Kusiak
KW/Cambridge	Cameron Cox, Kathy Jin
San Francisco	Hussain Al-Homedawy
Markham/Richmond Hill/Vaughan	Stella Ho
Hong Kong	Carol Chan
Calgary	Emily Kornelsen
Seattle	Bo Peng

2.2 TRAINING INFORMATION AND REVIEW

All City Ambassadors attended in-person or Skype training sessions with the Operations Coordinator. During the meeting the content of the training document was explained and the documents were posted on the City Ambassadors' Facebook group for Spring 2017.

2.3 MEETINGS

The coordinators attended weekly meetings with the Service Manager, Brendan Lowther. These meetings were used to go over the logistics of what had been done in the previous week and what needed to be completed for the following week. Ideas for continual improvement were discussed and how to further expand the service as well. In addition, any problems that arose over the course of the term were brought up to Brendan during the meeting and dealt with. The coordinators also met with the marketing executive, Jeannie Victoria Au, biweekly to discuss progress and assign tasks.

2.4 RECOMMENDATIONS

Through booth hours and answering social media inquiries, we realize that there are some University of Waterloo students who are not familiar with the service. To increase the outreach, we recommend to use:

Article Interview - Success Story: The previous Coordinators suggested this idea and we believe this strategy is a good way to showcase the amazing events Co-op Connection hosts and how to get involved. An article interview can be done by a student journalist and then posted online to be shared on all social platforms.

We also realized that the promotional materials we used for social media platforms should be more creative and diverse, as we need those materials to promote our events and job applications.

3.0 COMMUNICATION

3.1 SOCIAL MEDIA

Co-op Connection's main form of communication is through social media, notably Facebook. We tend to use Facebook frequently as it provides an excellent platform to advertise events and volunteering opportunities to a large number of students.

This term, we continue to build a strong presence on Facebook. Our main Facebook groups (Toronto, Ottawa, Vancouver, KW, San Francisco) now have between 300-3000 members.

3.2 POSTERS AND OTHER FORM OF PHYSICAL COMMUNICATIONS

The Feds Marketing Department has helped Co-op Connection tremendously over the term. We have coordinated with them to create various social media graphics and posters.

This term, we continued to host our 'Did You Get Matched?' booth in the SLC Vendor's Alley when main and continuous rounds co-op match results came out. The purpose of such booth hours was to increase our presence and exposure among co-op students. We found this was an effective way to advertise our future events and to promote our City Ambassador positions. We asked students to write the location of their co-op placement on a whiteboard and took pictures of them holding it in front of the Co-op Connection banner. The service also showcased during Feds Open House and Campus Life Fair. To engage students, we asked them to write where they hoped to work on sticky notes. Overall, hosting booth hours was an excellent way of face-to-face outreach with the students on campus.

3.3 NEWSLETTERS AND OTHER FORM OF ELECTRONIC COMMUNICATIONS

Co-op Connection has been partnering with the Student Experience Manager at CECA to send a mass e-mail telling co-op students in specific cities about Co-op Connection events and Facebook groups at the beginning of the term. This continues to generate positive feedback.

3.4 RECOMMENDATIONS

It is crucial to continue to ensure that volunteers at the booth are comfortable talking to passers-by about Co-op Connection. Coordinators could give a sample elevator pitch as well as tips during the training. Also, the best way to gather a crowd is to have some free food and swags. In the future, other giveaways should be considered. We didn't have a great turnout when it comes to hosting different booths this term because there was not enough people in SLC. Although Co-op Connection mainly serves students when they are on co-op off-campus, it is important to start building awareness about the resources we offer when they are on-campus.

4.0 EVENTS AND ACTIVITIES

Co-op Connection had events happening in Toronto, Ottawa, Vancouver, Kitchener/Waterloo/Cambridge, San Francisco, Boston, New York, Hamilton/ Burlington, Markham/Richmond Hill/ Vaughan, and Hong Kong this term.

4.1 CO-OP CONNECTION CHAPTER EVENTS

Toronto

Beginning of Term

For the Beginning of term events was held on January 13 at Firkin on King, with a total direct cost of \$446. The event yielded higher numbers than expected. Although we expected around 80 based on previous BOT events in that location, we ended up with about 120. Many people came in groups with people they know previously. We have 6 different party platters, so most people ate those instead of buying dinner at the restaurant. About half the people were gone by 7, so the venue got less cramped quickly.

End of Term

The event was hosted at the Office pub in Toronto on April 21. Co-ops began arriving at the event at around 6pm. Unfortunately, the food was not ready immediately, and was not brought out until around 6:30. However, the guests mingled, and some got food while they waited. In the nearly everyone ended up with some food, and some people got drinks which they paid for themselves. The latest that people stayed was until 7pm. The cost of this event was \$339.21

Vancouver

Beginning of Term

The beginning of term event for this chapter was held at Steamworks Brew Pub, with a total number of attendees being 28 and a budget of \$287.6. The event happened on January 11, 2017, and the main method of promotion was Facebook.

Middle of Term

The first middle of term event was a snowshoeing at Grouse Mountain on February 12, 2017. Approximately 8 people attended this event and there was a cost of \$69.6. The second middle of term event was board games on the sameday, with a cost of \$52.18.

End of Term

For the End of Term event, the City Ambassador hosted a visit to The Pint on April 26th at 5:30 PM. This event had a small turnout of only 7 people. This venue is great with large groups. They have specials every night of the week and it's a great place to go to enjoy sports game on TV.

Kitchener-Waterloo-Cambridge

Beginning of Term

On February 13th, the beginning of term event was held at Waterloo Town Square at 7 PM. The event had a good turnout of over 40 co-op students. The total of this event is \$200. The students had a great time and talked mostly in small groups.

Middle of Term

For the middle of term, the City Ambassador hosted the event at 4 King St N. The event happened on March 17th, 2017 from 7 PM to 8:30 PM. 12 students attended. The cost of this event is \$158.4

End of Term

For the end of term event, the City Ambassador hosted it at The Pub on King on April 27, 2017. The total number of students was 20 and the total cost was approximately \$198.02. The food was delicious and more affordable this time around.

San Francisco: Bay Area. Silicon Valley. Palo Alto

Beginning of Term

The beginning of term event was hosted at Alcatraz Island on April 1, 2017, with 15 attendees with a total cost of around \$60

End of Term

The end of term event was held at Boba guys on April 17th, 2017. The number of attendees was 35, The cost was around \$200

New York City

Beginning of Term

The beginning of term event for NYC was hosted at Rizzo's fine Pizza LES on January 6, 2017, starting at 6 PM. A total of 50 people attended this event. The cost was \$150 USD

Middle of Term

The beginning of term event for NYC was Skating at Prospect Park on February 26, 2017, starting at 6 PM. A total of 6 people attended this event. The cost was \$30 USD

End of Term

The beginning of term event for NYC was hosted at Bryant park on April 26, 2017, starting at 6 PM. A total of 20 people attended this event. The cost was \$160 USD

Hamilton/Burlington**Beginning of Term**

The beginning of term event was hosted at 4511 Dundas Street West with as total number of students being 6, and a total cost of \$100.5. The event happened on January 14, 2017 evening. Students seemed to have had a good time.

Middle of Term

No middle of term event was hosted.

End of Term

No end of term event was hosted.

4.2 VENDOR'S ALLEY

As mentioned previously, Co-op Connection hosted promotional "Did You Get Matched" booths in the Student Life Centre during main and continuous rounds this term.

4.3 RECOMMENDATIONS

The General Volunteers helped a lot with our booth hours this term. To increase incentives, we suggest planning a volunteer appreciation to thank everyone who helped out during booth hours. Instead of giving away gift cards, we think that it is better to order some affordable swag to give to the volunteers.

5.0 PARTNERSHIPS AND SPONSORSHIPS

5.1 PARTNERSHIPS MAINTAINED

This term we have strengthened our relationship with CECA. CECA requested supporting information from Co-op Connection. We have created a report on the budget of Co-op Connection, including reasons and ways to use the funding. Our CECA advisor, Franco Solimano, was able to assist us with the statistics we required for our sponsorship discussions. Based on the results, Co-op Connection will be able to improve and CECA will see the great value that the service is creating for University of Waterloo students.

5.2 PROCESS WITH CECA

The same processes are used as previous terms:

- For Beginning of Term emails, Co-op Connection sends in the email text to Franco and CECA book a time in their outlook calendar for sending it out (usually the first several days of a co-op term).
- For data of numbers of co-op students in a certain area, Co-op Connection sends the request to Gabrielle who will pull the information from the CECA database and email it back. Please note that these numbers are used for Co-op Connection internal planning only and should not be shared externally.

5.3 SPONSORSHIP UPDATES

This term we have secured a \$3000 sponsorship with RezOne as a Presidential sponsor for the Winter 2017 and Spring 2017 terms. Please note that Deanna Priori, the VP internal, has added an amendment to the contract so that Co-op Connection would not be making sponsored posts on RezOne's new building. Although the City Ambassador for Kitchener/ Waterloo/ Cambridge was notified to promote the BOT under the name of MappedIn, the company failed to sponsor our event. We tried reaching out MappedIn three times but we didn't get any response from the president of the company

5.4 RECOMMENDATIONS

With an increasing number of students involved in our events, Co-op Connection should continue to actively pursue sponsorships from companies, especially property management and high tech ones. The Sponsorship Executive should first introduce Co-op Connection to potential sponsors using the presentation created this term. If the company is interested, he/she can proceed by sending the Sponsorship structure document and follow up with phone call or in person. The volunteer for sponsorship this term has transitioned successfully everything to the next Sponsorship Executive for Spring 2017.

6.0 INVENTORY

Currently Co-op Connection has the following items in its possession:

- One pull-up banner for on-campus use
- Trifold
- Banners for each city (missing)
- Business cards
- Co-op Connection Logo Branded Pens (~200)
- A-Frame Board
- Buttons (~10)

7.0 WINTER 2016 SPENDING BREAKDOWN

7.1 EVENTS

Type	BOT	MOT	EOT	Total	Note
Toronto	446	0	339.21	785.21	
Vancouver	287.6	52.18+ 69.6	0	409.38	
Hamilton/Burlington	100.5	0	0	100.5	
KW/Cambridge	200	158.4	198.02	556.42	
San Francisco	60	120	0	180	
New York City	204.8	40.1	218.4	464.3	
Subtotal*	N/A			3407.2	

7.2 ENT/PROMO/MEETINGS

Type	Expense
Feds Show Case	0
Campus Life Fair/Feds Open House	0
Did You Get Matched	0
Meeting	0
City Ambassador Training	25.12
Subtotal	25.12

7.3 OTHER ACCOUNTS

Volunteer Appreciation	Expense	Note
City Ambassadors	130	13 City Ambassadors
Exec	60	2 Executives

Subtotal	190	
Travel	0	Travel costs for Toronto Bomber
Total	190	

8.0 OPERATIONS

8.1 GENERAL

City Ambassadors were expected to host three official Co-op Connection events throughout the term: beginning of term, middle of term, and end of term. In addition, City Ambassadors were encouraged to post any external events happening in the city for students to attend as well. Polls were conducted via Facebook before every event to allow for students to provide input on where they wanted to go, what they wanted to do, and when. Usually, City Ambassadors provided free appetizers on a first come first serve basis for the beginning of term and end of term events. It was recommended to scatter the appetizers throughout the events so that everyone had an opportunity to get free food.

City Ambassadors collaborated with the Coordinators on a regular basis to hand in necessary forms and to inquire about event logistics. City Ambassadors also contacted the Coordinators when they were in need of graphics (e.g. Cover photos, shareable posts, collages, etc.) for a particular event they were hosting.

8.2 SHORT-TERM GOALS

With official City Ambassadors in New York City, Boston, Hong Kong, Hamilton/Burlington, Markham/Richmond Hill/Vaughan, Co-op Connection is hoping to pilot operations in these cities and obtain numbers of students that would show up to the events to better forecast future student needs. It has a great turnout for New York City and the BOT event for Markham.

8.3 LONG-TERM GOALS

In the long run, Co-op Connection hopes to increase student involvement in all chapters. The service also wishes to increase the End of Term (EOT) event attendance, which tends to be lower than the Beginning of Term (BOT) events. The reason behind this phenomenon is due to how CECCA send out reminders for BOT but not EOT events. We aim to continue building a strong rapport with Alumni Relations and CECA in order to implement the right programs and procedures for our cities.

9.0 SPECIAL THANKS

Feds

With all the staff and resources provided, Feds has been an extremely valuable stakeholder to Co-op Connection. We strongly value all the support we receive from all the departments we come in contact with.

Service Manager

This service would not exist without Brendan Lowther's dedication to helping students at University of Waterloo. Brendan is readily available whenever we seek assistance and is always there to listen to any issues or complications that arise in our roles. We sincerely appreciate all of the hard work Brendan puts into making our service a quality one.

VP Internal

Deanna has been an excellent person to ask about any questions regarding logistics of anything about our service whenever Brendan was unavailable.

Marketing

Marketing has been excellent this term in helping us create our requested graphics and for offering valuable advertising support. The turnover rate for requests was very fast and emails were always answered promptly.

10.0 CONTACTS

Table 3: Contact Information

Name	Department	Contact Info
Alannah Ann Robinson	WatCACE/CECA	aarobinson@uwaterloo.ca
Brent Thornill	CECA	bthornhill@uwaterloo.ca
Franco Soliman	CECA	franco.solimano@uwaterloo.ca
(Colleen Nevison for Spring and Fall 2016)	WatCACE Research Assistant	cecace1@uwaterloo.ca
Emily Huxley Osbourne	Alumni Relations	echuxley@uwaterloo.ca
Jackie Martinz	Communication Coordinator	Jacqueline.martinz@feds.ca
Katherine Kelley	Marketing Coordinator	Katherine.kelley@feds.ca
Marketing Co-op	Marketing Assistant – First contact for any marketing	Marketing.reception@feds.ca
Web@feds	Contact for requests to change/add to feds.ca	web@feds.ca

Lily Hwang

Fall 2016 Sponsorship
Executive

Lily.huang24@gmail.com

Angela Phangsoa

RezOne Contact (who
signed the contract and
provided the cheque)

angela.phangsoa@rez-one.ca

APPENDIX I: COORDINATOR/CITY AMBASSADOR/EXECUTIVE/GENERAL VOLUNTEER ADVERTISEMENT

Co-op Connection Coordinator Positions for Spring 2017

About Co-op Connection

The mission of Co-op Connection is to connect UWaterloo students on co-operative work terms in the same cities. Co-op Connection provides social programming, peer support and information from the Federation of Students in order to enhance communication and advocate for the needs of co-op students.

Goals:

- To be the social programming leaders for Co-op students while on work term
- To provide opportunities to connect, network, and support students on co-op term in the same city
- To understand the unique needs and advocate for necessary change on behalf of co-op students
- To create programs and events based on meeting the needs of students
- To provide opportunities for student leadership
- To create and maintain partnerships with the Co-operative Education and Career Action (CECA) office and Alumni Relations

Positions Available: 1

Responsibilities:

- Guide and oversee all on-site activities to ensure that City Ambassadors are fulfilling their responsibilities in line with our mission and respond to their questions.
- Create partnerships with the University administration and alumni to strengthen and enhance the service
- Manage the budget for the term and continue to contact potential sponsors
- Coordinate team building and appreciation initiatives throughout the term, including, but not limited to an end of term dinner or activity
- Respond in a timely manner to any inquiries through the Co-op Connection email address and social media
- Create and evaluate the main Facebook page and city specific groups, as well as other social media channels
- Hiring and training of the Executives to:
 - Staff Office hours
 - Organize on-campus promotion
 - Maintain Social media page
- Attend Campus Life Fair
- Attend weekly meeting with the Service Manager
- Create Co-op Connection Week events

- Submit an end of term report by the due date determined by the Services Manager
- Estimated time commitment is 4-6 hours per week

Qualifications:

- Candidate must be an undergraduate student at the University of Waterloo **on campus during the term (as a study OR work term)**
- Strong volunteer management skills and proven leadership attributes
- Strong understanding of the Co-op system
- Ability to work both independently and as a team
- Excellent interpersonal and communication (written and verbal) skills
- Proven initiative, creativity, and decision making skills
- Must be organized, dependable, and detail oriented
- Experiences in event planning is an asset

NOTE: All applicants must confirm that they are available for one of two training dates available with the Services Manager.

Questions in applications:

1. Why do you want to be the Co-op Connection Coordinator? (1000 characters)
2. What qualities and past experiences make you a good fit for this position? (1000 characters)
3. What do you feel are the most important goals for the Co-op Connection service in the coming term? (1000 characters)

Co-op Connection City Ambassador Positions for Winter 2017

About Co-op Connection

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Goals

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- To provide opportunities to connect, network, and support students on co-op term in the same city
- To understand the unique needs and advocate for necessary change on behalf of co-op students
- To create programs and events based on meeting the needs of students
- To provide opportunities for student leadership
- To create and maintain partnerships with the Co-operative Education and Career Action (CECA) office

Title: City Ambassador

Positions Available: 1 to 2 per city (up to 3 for Toronto)

Type of Position: Volunteer

Responsibilities:

- Work with other mentors and service coordinators to establish goals and objectives before the beginning of the work term
- Organize and facilitate social events for all co-op students in your city at least once a month, the more the better
 - This includes one large beginning-of-the-term, one middle-of-the-term, and one end-of-the-term event
- Submit event forms detailing the planning and execution of the event, including recommendations for future events. Also able to submit event cheque requests and itemized receipts in a timely manner
- Create an accepting and welcoming environment for all co-op students
- Act as the student mentor for the co-op students in your city by answering their questions and concerns on Facebook in a timely manner.
- Maintain, update and moderate the Co-op Connection Facebook group for your city
- Create partnership with University of Waterloo Alumni to strengthen and enhance the service
- Estimated time commitment is 1-2 hours per week (a little more for the weeks that include events)

Qualifications:

- Must be on co-op in Spring 2017 in:
 - 1) Toronto
 - 2) Mississauga/Brampton
 - 3) Vancouver
 - 4) Ottawa
 - 5) Kitchener/Waterloo/Cambridge
 - 6) San Francisco/Bay Area
 - 7) Calgary
 - 8) Other: Cities not listed here may be considered. Please indicated in your application which area you are interested in.
- Must be organized, motivated and dependable
- Be genuinely interested in making co-op more enjoyable for all students
- Excellent interpersonal and communication (written and verbal) skills
- Strong customer service skills; able to adapt to the needs of students
- Ability to work both independently and in a team
- Proven problem solving, critical thinking, and decision making abilities
- Experience in planning and executing events and activities preferred

Note that some costs will be covered for your expenses of certain events as well as costs for part of the larger termly events. More details upon interview.

Must be able to attend a 1 hour training with the coordinators.

Questions in applications:

- Why do you want to be the City Ambassador for your city? (1000 characters):*
- What qualities and past experiences make you a good fit for this position? (2000 characters)
- Please provide an example of an event you would host as a City Ambassador with as much detail as possible (2000 characters)

Co-op Connection Executive Position for Spring 2017

About Co-op Connection

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Goals

- To be the social programming leaders for Co-op students while on work term
- To provide opportunities to connect, network, and support students on co-op term in the same city
- To understand the unique needs and advocate for necessary change on behalf of co-op students
- To create programs and events based on meeting the needs of students
- To provide opportunities for student leadership
- To create and maintain partnerships with the Co-operative Education and Career Action (CECA) office

Positions Available: 2

Volunteer Term: Spring 2017

Job Title: Sponsorship Director

Reports to: Co-op Connection (CC) - Coordinator

Duration: Winter 2017 Term

Time Commitment: 2-3 hours per week

Position Eligibility: Undergraduate student at University of Waterloo on campus in Winter 2017

Job description:

The Sponsorship Director coordinates with interested sponsors and maintains healthy relationships with them.

Expectations:

- Develop a plan to find interested and eligible companies
- Actively seek potential sponsorship opportunities
- Coordinate with interested sponsors to set up necessary protocol
- Update the sponsorship package when needed
- Maintain good relationships with existing sponsors

Qualifications:

- Undergraduate student at University of Waterloo on campus in Winter 2017
- Self-motivated and take initiative
- Excellent interpersonal and communication skills
- Work well independently and in a team

Preferred Qualifications:

- Previous experience contacting sponsors and following up
- Previous experience working with Feds Services

Job Title: Administration and Marketing Director

Reports to: Co-op Connection (CC) - Coordinator

Duration: Winter 2017 term

Time Commitment: 1-3 hours per week (more during promotion periods)

Position Eligibility: Undergraduate student at University of Waterloo on campus in Winter 2017

Job Description:

The Administration and Marketing Director is in charge of managing CC's social media channels and creating certain graphics for sponsorship packages when needed. This individual is also tasked with collaborating with Feds Marketing.

Expectations:

- Participate in new volunteer recruitment
- Promote CC at events (eg. Campus Life Fair, Feds Open House, Did You Get Matched)
- Answer social media inquiries and engage with online audience
- Manage CC social media activities on Facebook and Twitter
- Work with Feds Marketing to get promotional material created

Qualifications:

- Undergraduate student at University of Waterloo on campus in Winter 2017

- Self-motivated and take initiative
- Excellent interpersonal and communication skills
- Work well independently and in a team

Preferred Qualifications:

- Previous experience working with Feds Services
- Knowledgeable about social media and graphic design

Job Title: Finance Director

Reports to: Co-op Connection (CC) - Coordinator

Duration: Spring 2017 term

Time Commitment: 1-3 hours per week (more during promotion periods)

Position Eligibility: Undergraduate student at University of Waterloo on campus in Spring 2017

Job Description:

- Accurately tracking the financial expenditures of Coop Connection on a per term basis and in comparison to the full year financial budgeting.
- Ensuring payment is received to external parties when needed, filing expense claims for executive members and approving purchases larger than \$50.
- Communicating with the team our current financial position during weekly meetings.
- Winter Term Only: Annual budgeting for the Coop Connection, involving future planning and financial estimation.
- When necessary: Investigating investment opportunities for Coop Connection and applying to funding sources for special projects

Questions in applications:

- What relevant experience do you have that would prepare you for this position? (1000 characters)
- What do you plan to accomplish within the position? (1000 characters)

If applicable, give some examples of companies you would approach for sponsorship and reasons. (1000 characters)

Co-op Connection On-Campus Volunteer Position for Spring 2017

Job Title: Volunteer, Co-op Connection (Spring 2017)

About Co-op Connection

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Time Commitment: 2-3 hours per week during promotion periods

Job Description:

Co-op Connection is seeking volunteers to provide assistance throughout the term in a variety of tasks: office hours, booth hours for events including "Did You Get Matched?" and other exciting opportunities. If you are interested, please fill out the form below and someone will contact you at the beginning of the term.

Qualifications:

- Undergraduate student at University of Waterloo on campus in Winter 2017
- Must be dependable
- Must be approachable and comfortable speaking to people
- Excellent interpersonal and communication skills

Question in applications:

- Why do you want to volunteer for Co-op Connection? (2000 characters)

APPENDIX II: CITY AMBASSADOR TRAINING MATERIAL

Co-op Connection City Ambassador Information – Spring 2017

A. Responsibilities

- The City Ambassador plans a minimum of three events in their area throughout the term: Beginning of Term, Middle of Term and End of Term. Please follow the suggested budget
 - Beginning of Term = May 3 - 17 (roughly first two weeks)
 - End of Term = August 12- 26 (roughly last two weeks)
- Before each event, the City Ambassador will create a Facebook poll/survey to be conducted in order to determine the location of the upcoming event. If you already have an idea that you think others would be interested in: great! No poll is required.


- Leading up to the event, the City Ambassador is expected to create an event page on Facebook and promote it accordingly. The City Ambassador should send the finalized details (Name of event, location of event, and date/time of event) of the event to coop@feds.ca or the coordinator on Facebook.
- The City Ambassador is expected to attend all hosted events. Please set up the Co-op Connection Banner for each of the three main events. Tip: to aid with future event promotion, you may also ask for their email address given consent.
- During the event, the City Ambassador should engage with other event attendees and answer any questions they may have about Co-op Connection. Most importantly, have fun!
- After each event, the City Ambassador needs to fill out two forms: a **Cheque Request Form** and an **Event Summary Form**. Please mail in the original physical receipts and the cheque request form (see address below). Please email the Event Summary Form to coop@feds.ca

B. Marketing:

- For customized event Facebook banners/graphic requests, email: coop@feds.ca
- Engage with the Co-op Connection community on Facebook, share events, news, etc. You are the life of the party!
 - o Do social media maintenance on the Facebook page as needed.
 - o Set up a Housing and Carpool file on the page so members can redirect all housing/carpool posts accordingly to avoid clutter/spam.

C. IMPORTANT! Reimbursement

- You are responsible for covering expenses occurred at the time of the event. You will be reimbursed once you have completed and mailed the necessary paperwork.
- Make sure the venue understands that although we book and make reservations under University of Waterloo's name, bills will be **SEPARATE**. Each student is responsible for their own bill, and the restaurant has to make sure bills are paid in full. The University and the City Ambassador will NOT be responsible.
- For all reimbursements, make sure to get both an itemized receipt AND the credit card receipt. Bill amounts must show paid in full or you must provide proof of payment through a credit card statement.
- **NO ALCOHOL!** Feds will **NOT** reimburse any alcohol purchases. If you choose to order alcohol for yourself ask for a separate bill and pay for it separately.
- Mail in your receipt(s) and Cheque Request Form within 1 week of the event. NOTE: TIPS/GRATUITIES FOR RESTAURANTS WILL ONLY BE REIMBURSED **UP TO 15%**
 - o Cheque Request Form: select 70010|SPECIAL-PROJECT:EVENT01 - Events for Account #. Leave the signature area blank.

Account #: 70010|SPECIAL-PROJECT:EVENT01 - Events 
 Department #: 24400
 Purpose: XXX (chapter name) - BOT (or MOT/EOT) - Food

- If you want the cheque to be mailed back to you, add an address at the bottom of your cheque request to be mailed to, otherwise you can pick them up at the Feds office at the beginning of the following term.

- If you have questions/concerns at any time throughout the term, please email us at coop@feds.ca or send us a Facebook message!

Mail Cheque Request Forms to:

Feds c/o Brendan Lowther

**200 University Ave West, SLC
Waterloo, ON
N2L 3G1**

D. Key Contacts:

- Carlie Kong: Co-op Connection Coordinators for Spring 2017; Please add her on Facebook and invite her to your events. Starting in May, you can reach her at coop@feds.ca
- Stella Ho & Mason Lin: Co-op Connection Coordinators for Winter 2017; Add them too ☺. If you have any questions between now and May 4, contact them at coop@feds.ca
- Social media
 - Facebook page:
 - Twitter: @CoopFeds
 - Facebook group for Winter 2017 City Ambassadors only
- Good to know:
 - Brendan: Feds Service Manager
 - Accounting: process cheque requests

We are all here to help so if you have any concerns, please do not hesitate to contact us

Tentative Budgets

Budgets are based on projected number of co-op students working in your city and historic spending. Your BOT amounts are confirmed but EOT numbers might change. Carlie Kong will update you ☺. Please aim for multiple low-budget/free MOTs.

Vancouver		
BOT	\$300	Joey Burrard, Steamworks Brewpub, The Pint, Revel Room
MOT	\$100	Board Game, Biking, Ramen, Night Market, Hiking, Chatime, Ski/Snowshoe Day at Cypress, Granville Brewery
EOT	\$200	Beach Day, Kyo Korean BBQ & Sushi, Steamworks Brewpub, Craft Beer Market
Total	\$600	

KW/Cambridge		
BOT	\$350	The Pub on King, Wildcraft, Huether Hotel
MOT	\$150	Ribfest, Movies in the Park, Sole Restaurant and Wine Bar, Grand River Rocks, Kinkaku

EOT	\$250	The Pub on King, Beertown, Heaven Gastro Club [would not recommend])
Total	\$750	

San Francisco		
BOT	\$300	Donuts near Pier 39, Ice Cream in Golden Gate Park, Bubble tea at Dolores Park
MOT	\$120	Alcatraz Island
EOT	\$180	Beach Day, Startup Sponsored Tech Talk & Networking Event
Total	\$600 CAD	

Ottawa		
BOT	\$300	Heart & Crown, Maclaren's on Elgin, The Loft Board Game Lounge
MOT	\$100	Aerial Park, Go karting, Gatineau Park
EOT	\$250	Lieutenant's Pump, Britannia Beach
Total	\$650	

Toronto		
BOT	\$750	The Fifth Social Club [do not go], Pacific Junction Hotel, Crocodile Rock [do not go], Jason Gorge, Firkin on King
MOT	\$300	Escape room, Board Game, Grace O'Malley's, Woodbine Beach, Nathan Phillips Square skating
EOT	\$400	Rivoli, Madison Ave Pub, Spice Route, Ballroom Bowl
Total	\$1,450	

Markham/Vaughan/Richmond Hill		
BOT	\$300	N/A
MOT	\$100	N/A
EOT	\$200	N/A
Total	\$600	

Seattle		
BOT	\$150	N/A
MOT	\$0	N/A
EOT	\$100	N/A
Total	\$250	

Calgary		
BOT	\$200	N/A
MOT	\$80	N/A
EOT	\$120	N/A
Total	\$400	

Hong Kong: \$150/term

Table 5. Social Media Information

Facebook	
Markham/Richmond Hill/Vaughan	https://www.facebook.com/groups/coopconnectionMRV/
Hamilton/Burlington	https://www.facebook.com/groups/coopconnnectionHB/
Mississauga/Brampton	https://www.facebook.com/groups/709120455862798/
Calgary	https://www.facebook.com/groups/622204561221055/
Edmonton	https://www.facebook.com/groups/713628535411990/
Toronto	https://www.facebook.com/groups/618762398231938/
Ottawa	https://www.facebook.com/groups/618762574898587/
Vancouver	https://www.facebook.com/groups/618762208231957/
KW & Cambridge	https://www.facebook.com/groups/694882733953237/
Los Angeles	https://www.facebook.com/groups/coopconnectionLA/
Seattle	https://www.facebook.com/groups/coopconnections ea/
SF & Bay Area	https://www.facebook.com/groups/coopconnectionSF/
London	https://www.facebook.com/groups/723839881057522/
Montreal	https://www.facebook.com/groups/coopconnectionMONT/
New York City	https://www.facebook.com/groups/1402856620019748/
Boston	https://www.facebook.com/groups/1559097464350671/
Winnipeg [inactive]	https://www.facebook.com/groups/1040904149264377/
Twitter	
Login: @CoopFeds Password: WatConnect	

APPENDIX IV: SPONSORSHIP LIST (LIST FROM FALL 2016)

KW

Shopify -> interested

Kik → Contacted
Google
Desire2Learn → Contacted
OpenText → Contacted
Sunlife → Contacted
Manulife
Miller Thompson
Toyota Motor Manufacturing
IBM → Contacted
Apotex → Contacted
Rogers Communications
Axonify Inc → Contacted
BitCircle Inc
Brock Solutions → Contacted
Descartes Systems Group Inc
Magnet Forensics Inc
Smarter Alloys Inc
Clearpath Robotics → Contacted and responded
Sandvine → Contacted
Sony
Canon
SAP → Contacted

KW Housing Companies

RezOne -> Contacted and Contract Reached

Domus → Contacted
KW4Rent → Contacted but did not seem that interested
Greenwin → Contacted
RentWoch → Contacted and company responded
Atlas → Contacted but responded with decline

Toronto

Blake, Cassel & Graydon LLP
DoublePlay Entertainment Inc
Kinetrics Inc → Contacted
KnowRoaming Ltd
Quickplay Media
Trench Limited
Wirkn
KPMG

Deloitte → Contacted
500px
Zynga
Uken Games
Northbridge
SMART Technologies → Contacted
Uber