

OCTOBER STAKEHOLDER REPORT

President:

Objectives set in August to be completed before October:

- Finalize the Core Values Package by August 15th.
 - Update: [Core Values Package](#) is done and on the website.
- Have a rough draft of the First Year Rotation program and the First Year Competition by August 15th and finalize details by August 31st.
 - Update: We've restructured our First Year Rotation program and have decided to abandon the first year competition. This decision was made by our full executive team of 42 by majority vote. Our clubs and associations host multiple competitions throughout the year, we felt this new competition might conflict with their competitions.
- Prepare First Year Executive hiring applications for August 31st. Release them early September.
 - Update: 4 first year Executives have been hired! Welcome Gabriela, Adam, Hayden and Ian!

Other accomplishments since August:

- Translated the First Year Handbook into Mandarin
 - We discovered the most common language amongst Lazaridis international students is Mandarin so we've translated our First Year Handbook into Mandarin.
 - Working to finalize the translated website by October 31st.
- Coffee Bar dates have been finalized for every Monday from 11:00 to 1:30 outside the clubs office
 - Coffee Bar is free breakfast for all Lazaridis Students outside the clubs office.

Things we plan to achieve in the next two months:

- Finalize amendments to the constitution.
- Finalize the Mandarin First Year Handbook website by Oct 31st.
- Work with the newly hired First Year Executives and set defined goals and tasks for their term.
- Look to acquire a TV or Monitor to place above the mailboxes in the clubs office.

Marketing and Communications:

Objectives set in August to be completed before October:

- The team has spent most of its time planning for future events, designing logos for the website & apparel, as well as setting up new marketing initiatives for the upcoming school year.
 - Update: Team members attended and helped plan for Grad ball, took all the photos and launched them online.
 - Update: Updated website logo, and completed final logos for exec apparel and merchandise that will be launched this upcoming school year.

- Update: Updated executive team pictures on the website.
- Update: Advertising on popular social media platforms to inform current and upcoming students about upcoming events.
- Update: Skeleton google form and layout for the weekly Lazaridis Latest blogs being released weekly on the website.

Other accomplishments since August:

- Within the past two months, collaboration with the other portfolio's occurred, and detailed planning schedules for website content, and social media uploads were finalized.
 - Unveiled the updated ultimate First Year Handbook; a guide sharing all the tips in tricks that are essential for surviving your first year in time for O-day.
 - Worked with the Clubs and Associations team to finalize the Clubs Handbook.
 - Released the Clubs Guide - a resource for anyone looking for [extra information about all Clubs and Associations](#).
 - The design team made logos for merchandise and events.

Things we plan to achieve in the next two months:

- Release a new line of Lazaridis School of Business & Economics merchandise to the general student population.
- Create and implement advertising for the Casino Royale Formal in November.
- Ensure all Lazaridis Clubs are correctly using the Lazaridis Students' Society Logo on promotional materials.
- Support and attend club events!

Corporate Relations:

Objectives set in August to be completed before October:

- Our team has been reaching out to contacts for O-Day, securing sponsorships, reaching out to keynotes, and creating documents for our Corporate Portal.
 - Update: Successfully found speakers and sponsors for O-Day.
 - Update: Corporate portal was launched successfully.
- See the number of businesses on the discount program increase as well as the number of students using the discount program after the relaunch.
 - Update: We now have 20 stores on the discount program! Check all of our [amazing partners](#).

Other accomplishments since August:

- Continually editing and revising our own Corporate Partnership Package.
- Assisting clubs with sponsorship for events.

Things we plan to achieve in the next two months:

- Inviting contacts to the Lazaridis Networking Gala.
- Invite sponsors to our Student Appreciation Day in November.
 - Planning to gather gifts from our partners to give to our students.

Clubs and Associations:

Objectives set in August to be completed before October:

- Allocate and set up all club budgets for the 2017-2018 year.
 - Update: Budgets have all been allocated and set up with the Students' Union.
- Monthly meetings with our club presidents to aide in the planning of each of their club's initiatives for the upcoming year.
 - Update: Our club specialists have met with almost all of our clubs on a consistent basis.
- Assist the process of new clubs launching and ensuring they are set up for success.
 - Update: Three new clubs successfully launched: Laurier International Business, Students for Sustainability and OUT in Business.
- Planning upcoming philanthropic events.
- In September we will be running a dodgeball tournament to raise money for Jumpstart. We will also be organizing the participation of the Lazaridis Students' Society and our clubs in the CIBC Run for the Cure.
 - Update: Organized and executed the first annual Dodgeball Tournament for Jumpstart Canada, the event was hosted September 16th raising over \$150.
 - Update: Participated in CIBC Run for the Cure, as a student society we raised over \$1750 for breast cancer research.

Other accomplishments since August:

- Hosted Clubs Roundtable event on September 19th
 - Clubs Roundtable is the opportunity for all Lazaridis Students' Society Executive teams to get together to learn more about the position they are in and also to engage with others who share the same position but on different clubs. This event not only strengthens our club Executive teams but also fosters more club collaboration and networking.
- As a local philanthropic initiative we donated the 400 flowers that we used for O-Day in September to a local hospital.
- Held bi-weekly President meetings.
 - During these meetings, Presidents have the opportunity to share updates from their club and have an environment in which club presidents can run ideas by each other and seek other clubs' help when it comes to executing an event or partnering for events.

Things we plan to achieve in the next two months:

- Have monthly meetings where our club specialists meet with all of the club presidents.
 - We hope to continue working closely with our clubs to support the wide range of events that are planned for the next two months.
- Have our executive team continue to attend club events to support their amazing initiatives.
- Continue to have bi-weekly meetings with all of our presidents.
- Edit and relaunch the Club Policy Handbook.
- Planning upcoming philanthropic events.
 - In November we will be having our first ever Movember campaign.
 - We are also planning to bring both our Executive team and president's gift wrapping in support of epilepsy Waterloo.
- Looking to hire a 5 Days Director and start planning the 5 Days Campaign for January
 - 5 Days is a campaign that creates awareness about youth facing homelessness.
 - Planning to donate any flowers used for Casino Royale Night to a local hospital.

Finance:

Objectives set in August to be completed before October:

- Edited the entire financial policy, including making changes to social spending, Exec clothing expenditures, Philanthropy and Cases & Competitions among others.

Other accomplishments since August:

- Created a Special Initiative Funding form.
 - Money will go towards clubs who have new events ideas that were not proposed in the first round of budgets.
- Structured the Case and Competitions portfolio.

Things we plan to achieve in the next two months:

- Promote and allocate Special Initiative Funding to clubs who have generated new ideas for events since we allocated budgets.
- Review clubs budgets that have been resubmitted.
- Test the online reimbursement system with a few clubs.

Technology Development:

Objectives set in August to be completed before October:

- Working on redesigning the entire website and mobile app.
 - Update: Website launch is near!
- Fine tuning and experimenting with a new website layout and adding new features.

Other accomplishments since August:

- Added a discount program page to the website.
 - Check out our discount partners here → <https://lazzsoc.ca/discount/>

Things we plan to achieve in the next two months:

- Create a Digital Hub that features the latest news in the Business realm at Laurier.
 - Platform where students can see at a glance everything that is happening in the business school.
 - Upcoming events, student-written opinion pieces, photos from last night's event, case conferences at other schools, and tons more will be available at a glance on our site homepage, as well as on our mobile app.
- Laz Beans
 - Application similar to 10,000 coffees where students will create a profile with their interests and experiences. Students will then be able to view and initiate in-person conversations with any other student on the network.
 - Hoping to launch this new initiative in the coming weeks.

Student Engagement:

Objectives set in August to be completed before October:

- Planning our annual O-Day on September 10th, for first years.
 - Update: O-Day was a success! We sold over 800 tickets and had over 900 people in attendance. This was the highest attendance in our history!
- Plan a new event called Clubs Night.
 - Update: Held in the SBE Atrium with over 150 in attendance. All of our clubs and associations had the opportunity to pitch their club and network with prospective members.

Other accomplishments since August:

- First Student Appreciation Day.
 - Bagel bar was a huge success and helped kick-off Coffee Break for the year.

Things we plan to achieve in the next two months:

- Start a system for clubs and associations to rent out event equipment from our Lazaridis Students' Society.
- Planning Casino Royale Night for November 24th.
 - Semi-formal event with a dinner and dance.
- Creating a structure to our Lazaridis Networking Gala.
 - Finding new ways to increase networking time at the event.
- Working with Corporate to increase the number of sponsored awards for clubs at Year End Gala (YEG).

