

JULY STAKEHOLDER REPORT

President:

What we've completed since being hired:

- Hired a VP team and full executive team; we are now a team of 42!
- Attended CABS conferences in Winnipeg and Halifax with the other Business Students' Associations presidents from across Canada
 - CABS is the Canadian Association of Business Students: an umbrella organization of Business Students' Societies across Canada
- Completed the final draft of the Lazaridis Students' Societies Core Values Package
 - This package is intended to ensure consistency of the organization year over year and will be used for years to come. The package entails what our organization stands for and what we believe in
- Created official contracts to formalize our Advisory Board
 - Our Advisory Board provides advice to the President to ensure longevity of the organization. The board was created by Vanessa in her year, two years ago. My goal this year is to add more structure

Things we plan to achieve in the next 2 months:

- Finalize the Core Values Package by August 15th
- Have a rough draft of the First Year Rotation program and the First Year Competition by August 15th and finalize details by August 31st
 - We hired 2 first years last year and this year we are expanding the program to include a competition in the hiring!
- Prepare First Year Representative hiring applications for August 31st. Release them early September

Marketing:

What we've completed since being hired:

- 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

- Team members attended and helped plan for Grad ball, took photos and launched them online
- Updated website logo and completed final logos for exec apparel and merchandise to be launched this upcoming school year
- Updated exec team pictures on the website
- Advertising on popular social media platforms to inform current and incoming students about events
- Skeleton google form and layout for the weekly Lazaridis Latest blogs and My Day on Snapchat

Things we plan to achieve in the next two months:

- Within the next two months, collaboration with the other portfolio's will occur to ensure detailed planning for website content and social media posts
 - Merchandise will be ordered and small quantities of several styles will be held in the office until September
 - Unveil 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
 - Release the clubs' handbook- a resource for anyone looking for extra information about all Business clubs
 - The graphic design team will continue to make logos for events, as well as finalize the website and app changes
 - Work with the Engagement Portfolio to help advertise for O-day through social media, photography, and videography
 - Collaborate with Technology Team to finish website, app, and podcast
 - Assist the Corporate Team to boost the awareness of the discount program
 - Work with the Clubs and Associations Team to release the Clubs Handbook

Corporate:

What we've completed since being hired:

- Our team has been reaching out to contacts for O-Day, securing sponsorships, reaching out to keynotes, and creating documents for our Corporate Portal
- We have been working to improve and update the discount program, adding new businesses, creating a new logo, and ordering key tags to replace last year's stickers
- Hired a new team member, expanding our team with an emphasis on developing new relationships

- Wrote a Corporate Sponsor Contract which acts as a framework contract for all clubs and associations working with sponsors
- Helped clubs and associations find sponsorship as well as assisted in the design and information of their Corporate Partnership Package

Things we plan to achieve in the next two months:

- Have an amazing O-Day with a huge turnout
- See the number of businesses on the discount program increase as well as the number of students using the discount program after the relaunch
- Collaborate with the technology portfolio to bring the discount program further into the app, helping students have easier access to discounts and location information
- Set Hubspot as the standard for software we use to ensure we are maintaining connections and developing new ones
- Connect with new sponsors and work as a solid support system for clubs
- Host a large Student Appreciation Day with plenty of sponsors, food, and networking opportunities

Clubs and Associations:

What we've completed since being hired:

- Hired all club and association presidents
 - We hired two club specialists, a new role, that gives our clubs and association a primary point of contact throughout the year
 - We also expanded the portfolio by adding two philanthropy positions with the hopes that we will be able to put more of a focus and effort on philanthropic initiatives
- Allocated and set up all club budgets for the 2017-2018 year
- Created a President Transition Package for our club presidents that highlighted all the important information about being a President of a Lazaridis Students' Society club or association
- Monthly meetings with our club presidents to aide in the planning of each clubs' initiatives for the upcoming year
- Hosted the Presidents retreat on July 15th
 - All of our club presidents came together to engage in roundtable discussions and workshops to help them prepare for the upcoming year

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 work closely with our clubs to ensure that each of them are ready for the upcoming year and have the necessary resources to execute their events successfully
- Promote and allocate special event funding to clubs who have generated new ideas for events over the summer
- Assist the process of new clubs launching and ensuring they are set up for success.
- Planning upcoming philanthropic events
 - In September we will be running a dodge ball 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
- Finish planning our Movember campaign

Finance:

What we've completed since being hired:

- Collected overdue reimbursements and processed them as quickly as possible
- Received all new reimbursements in a timely manner regardless the circumstances
- Changed the Executive clothing and social spending policy that applies to all clubs and associations, including Lazsoc

Things we plan to achieve in the next two months:

- Edit the entire financial policy and have it ready for the Fall semester
- Create forms that will need to be signed by all when asking for reimbursements for cases and competitions
 - This is to insure that liability is assumed where required and that confusion regarding reimbursement amounts is cleared
- A majority of the summer will be working on having the online reimbursement finally up and running for all clubs and associations

Technology Development:

What we've completed since being hired:

- Working on redesigning the entire website and mobile app

- Fine Tuning, and experimenting with a new website layout and adding new features

Things we plan to achieve in the next two months:

- Create a Digital Hub that features the latest news in the Business & Economics realm at Laurier
 - Platform where students can see, at a glance, everything that is happening in the business & economics 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
- Host weekly podcasts that students can tune into
 - Broadcast the stories of the most successful students, past and present, for the new students coming in
 - Interview current students, alumni, professors, local entrepreneurs, and anyone who is doing something cool and relevant to to Laurier students
- Laz Beans
 - Application similar to 10,000 coffees where students will create a profile with their interests and experience, and can view and initiate in-person conversations with any other student on the network
 - Hoping to launch this new initiative in time for O-day in September

Student Engagement:

What we've completed since being hired:

- Planning our annual O'Day on September 10th, for first years
 - O-day is an event where first year business & economics students get to meet their professors and sit in on morning classes consisting of coop and exchange information sessions. They then travel to the Bingemans conference center to enjoy a three course meal, listen to a keynote speaker, and tour around a club fair
 - Our Student Engagement team will be sending out applications for students to volunteer at this year's O-Day on August 14th
- Created a new event called Clubs Night
- Designed new initiatives to better support our 23 clubs and associations

Things we plan to achieve in the next two months:

- Create a handbook for all clubs to use when planning events composed up of contact information, and other helpful tools to eliminate mistakes and extra work
- Start a system for clubs to rent out event equipment from the Lazaridis Students' Society
- Plan out exactly what clubs' night will consist of
 - Tentative plan is as follows:
 - Clubs Night is a new event for students, whether you are currently a part of a club or interesting in learning more about our clubs and associations. The event will include a club pitch competition, networking hour and Wilf's famous spin dip! The pitch competition is where students will have a chance to learn more about exactly what each club focuses on, followed by an hour of networking

