

# BCIT STUDENT ASSOCIATION

## COUNCIL MEETING MINUTES

Monday, May 9, 2011

**Executives:** Jordan Harris, President  
Rachael Radford, VP Finance & Administration  
Nicola Gardner, VP Student Affairs  
Dan Smith, VP Campus Life  
Ciara Hamagishi, VP Public Relations & Marketing  
Alisa Dalhuisen, Business Chair  
Michal Harrison, Computing & Academic Studies Chair  
Andrew Io, Energy Chair  
Brian Harvey, Transportation, Construction & the Environment Chair

**Councilors:** Daniel Khatkar  
Denis Dobrozdravich  
Mathew Brownell  
Jessie Abraham  
Patrick Switzer  
Alexander Osipov  
Lizhi Chen (Hughes)  
David Gordon  
Sven Okicki  
Kathryn Cleven  
Jill Hidalgo

**Staff:** Caroline Gagnon, Director  
Roland Gagel, Controller

**Absentee:** Jim Moore  
Dom Audette  
Tara Johnson  
Jennifer Ji  
Jason Dhaliwal  
Chris Wood  
Kevin Pitura  
Alex Rines  
George Ko  
David Ng  
David Rohrer  
John McCarthy

**Guest:** Gord Newby, Incoming Business Chair  
Laura Chow, Incoming Health Science Chair  
Tylan Fraser, Incoming VP Student Affairs  
Ricky Dasgupta, Incoming VP Finance & Administration

### 18.1. Meeting Called to Order

The Chairperson, Jordan Harris called the meeting to order at 5:49pm (23 voting members).

## **18.2. Acceptance of the Agenda**

It was moved that the following agenda be accepted as presented:

*Moved by: Dan Smith*

*Seconded by: Brian Harvey*

23/0/0            Carried

## **18.3. Acceptance of the Minutes**

Be it resolved that the minutes from April 18, 2011 be accepted as distributed.

*Moved by: Dan Smith*

*Seconded by: Sven Okicki*

21/0/2            Carried

## **18.4 Guest Speakers**

No guest speakers

## **18.5. Progress Reports: Executives**

As presented.

Alisa Daluisen:

- Alisa introduces 3 new Councilors: Tylon Fraser, Gordon Newby, Ricky Dasgupta

## **18.6. Councilor Forum**

- Will BCITSA offer the Zen lounges? Yes the event is scheduled for May 26th.

## **18.7. Question Period**

No question.

## **18.8. Unfinished Business**

18.8.1 Budget and Strategic Plan

**Motion:**

Be it resolved that BCITSA accepts the strategic objectives for the 2011/2012 academic year.

*Moved by: Nicola Gardner*

*Seconded by: Dan Smith*

23/0/0      Carried

**Questions:**

- Caroline explains the process used to plan for the up-coming objectives.

**Motion:**

Be it resolved that BCITSA raises \$207 for Health and Dental as of September 2011.

*Moved by: Rachael Radford*

*Seconded by: Dan Smith*

See amendment below

**Motion to Read:**

If the referendum passes, be it resolved the BCITSA raises the Health and Dental fee to \$200, and if it fails to \$207 as of September 2011.

*Moved by: Rachael Radford*

*Seconded by: Dan Smith*

15/6/1      Carried

**Questions:**

- Caroline and Roland explain the reasons behind the need to increase Student Extended Health and Dental fee. If the fee is not increased it will directly impact the reserved negatively.
- It is proposed that we reduce the amount of funds previously allocated from the reserve to the lounge project.
- If the referendum passes, there will be increase of \$25.
- If the new fee is adopted, would it be starting for September? Yes
- The Association is in a growth phase therefore more funds may be required. It looks like a lot, but the increase is very small comparing to the total.
- Total of student fees will be \$647 in the new year. This includes the Upass, Capital Levy, Activity Fee, and Extended Health and Dental.
- We have enough money in the reserve to cover some loss.

**Motion:**

Call the question.

*Moved by: Mat Brownell*

*Seconded by: Dan Smith*

21/0/2      **Carried**

**Amendment to the Motion:**

If the referendum passes, be it resolved the BCITSA raises the Health and Dental fee to \$200, and if it fails to \$207.

*Moved by: Matt Brownell*

*Seconded by: Kathryn Clevon*

11/7/4      **Carried**

**Questions:**

- By increasing the fee to \$200, there will be a deficit of \$60,000 against the reserve.
- The fee increase is only taking account of BCIT students' usage. Students from other schools are not pooled in for analysis.
- GreyWest Insurance is the association's insurance provider, while Gallivan and Associates is the broker.

**Motion:**

Call the question.

*Moved by: Patrick Switzer*

*Seconded by: Kathryn Clevon*

18/2/3      **Carried**

**Motion:**

Be it resolved that BCITSA accepts the budget for the 2011/2012 fiscal year as presented.

*Moved by: Nicola Gardner*

*Seconded by: Dan Smith*

23/0/0      **Carried**

**Questions:**

- How much will the clubs receive next year? \$22,000.
- Should they receive more given that there is more clubs that access these funds? Jordan explains that this money is not the only money that clubs have. Clubs should generate their own funding. Jordan compares our funding with UBC-AMS. Dan states that student clubs fundraising capability is significant.

- Mat mentions that UBC students have more time to fundraise.
- We should not use student fees to subsidize club activities.
- Why are we spending so much on computers? We need to purchase 10 new computers and upgrade our server.

**Motion:**

Be it resolved that BCITSA create a new accounting fund, called the Medical Fund , to be created retroactively as of June 1, 2010, and will report or account for the assets, liabilities, revenues and expenses related to the delivery of the student Health and Dental insurance program.

*Moved by: Rachael Radford*

*Seconded by: Nicola Gardner*

23/0/1          Carried

**Questions:**

- Roland explains that this motion will authorize the creation of new accounts. It helps the association be more transparent given that the association is now managing the Health and Dental office instead of our broker Gallivan and Associates.
- Why the change from Gallivan? Cost control and quality of service

**Motion:**

Be it resolved that BCITSA create a new accounting fund, called the Student Spaces Fund, to be created retroactively as of June 1, 2010, and will report or account for the assets, liabilities, revenues and expenses related to acquiring and renovating various location or spaces for use as SA branded, informal student spaces or lounges throughout the BCIT community and campuses.

*Moved by: Rachael Radford*

*Seconded by: Brian Harvey*

23/0/0          Carried

**Motion:**

Be it resolved that BCITSA council gives sole permission to the President AND the Executive Director to enter into formal negotiations and finalize and sign agreements with BCIT as it relates to acquiring the 3rd floor of SE2 and as it relates to the creation of a childcare on the Burnaby campus. This permission includes, upon the President's and Executive Director's instruction, the ability to withdraw any and all funds required from the investment account held with RBC Dominion Securities. This permission also includes the ability to authorize and sign cheques written to BCIT for the express purpose of completing these said agreements. This sole permission shall expire at September 30, 2011 unless the council extends such permission prior to that time.

*Moved by: Rachael Radford*

*Seconded by: Dan Smith*

23/0/0          Carried

## **18.8.2 Capital Levy Referendum**

Everyone is encouraged to vote on the referendum.

- Some state that more advertising is needed on the Northern side of the campus. We should talk to students in the cafeteria.

## **18.9 New Business**

No new business

## **18.10. Next Meeting**

Next meeting is scheduled for September 2011. Dates to be determined

## **18.11. Meeting adjourned**

It was moved by Alisa Dalhuisen and seconded by Dan Smith that the meeting be adjourned at 7:15pm. **Carried**

Council Meeting  
Agenda  
Monday May 9, 2011  
5:30-6:30 pm

- 18.1 Meeting called to order
- 18.2 Acceptance of the Agenda
- 18.3 Acceptance of the Minutes
- 18.4 Guest Speakers
- 18.5 Progress Reports: Executives
- 18.6 Councilor Forum
- 18.7 Question Period
- 18.8 Unfinished Business
  - 18.8.1 Budget and Strategic Plan
  - 18.8.2 Capital Levy Referendum
- 18.9 New Business
- 18.10 Next Meeting
- 18.11 Meeting Adjourned

## Progress Report – Jordan Harris – President

**Last updated:** March 1, 2011

<b>Date of Introduction</b>	<b>Action or Outstanding Issue</b>	<b>Status</b>
September,20 <sup>th</sup> , 2010	To help negotiate the U-Pass for students	Pushing for May release of U-Passes.
September,20 <sup>th</sup> , 2010	Lobbying BCIT for the third Floor and Daycare	Working to get a decision made and a special conf call of the board of governors for Early April. The date for the BOG meeting was changed to March 15 and we will not be ready for that time.
September,20 <sup>th</sup> , 2010	To build stronger relationships with other campuses & institutions	Completed Motion to be involved. Will be helping group to get off the ground for the rest of my term.
September,20 <sup>th</sup> , 2010	To re-build the VP PR & Marketing	Finalized VP of External By-Laws and will present to council at Special General Meeting
November 1 <sup>st</sup> , 2010	Obtain contract between BCIT and Impark	The contract is not in BCIT's favour and our lobbying efforts would be wasted on Impark and YVR



## Progress Report – Rachael Radford – VP Finance and Administration

**Last updated:** May 9, 2011

Date of Introduction	Action or Outstanding Issue	Status
March 2011	Capital Expansion Committee	First meeting to be held this week Vote to hold Referendum occurred May 9 and passed
September	2011 Election <ul style="list-style-type: none"> <li>• Ensure no positions run unopposed next year</li> <li>• Increase votership to at least 500</li> </ul>	Ensure Transition documents are completed by each executive Dan Smith elected CRO Executive Weigh in submitted on topic of elections
January 7, 2011	U-Pass Presentations	Presentations in lectures throughout the campaign
October 18, 2010	Policy Committee	First meeting held in January. Policies recommendations submitted
October 18, 2010	By Law Committee	Edits have begun. Bylaw sections have been assigned to committee members. 75% of Sections reviewed and discussed. Edits to be submitted to the Director before May Changes to be voted upon at AGM in September
September	Monthly Financial Reports to Council	Monthly
September	Transition Document	Currently on schedule

## Progress Report – Ciara Hamagishi – VP PR and Marketing

**Last updated:** March 1, 2011

Date of Introduction	Action or Outstanding Issue	Status
September 2010	Events & Programs Development (Toon-in)	<ul style="list-style-type: none"> <li>• Volunteer call-out has been sent.</li> <li>• Volunteer recruitment is continuing.</li> <li>• Event is ready to be executed.</li> </ul>
September 2010	Review of the VP PR and Marketing roles and responsibilities	<ul style="list-style-type: none"> <li>• SGM has been scheduled before the council meeting this report pertains to.</li> <li>• Whether VP PR &amp; Marketing will be changed to VP External is pending vote during SGM.</li> </ul>

## Progress Report – Nicola Gardner – VP Student Affairs

**Last updated:** March 1, 2011

Date of Introduction	Action or Outstanding Issue	Status
September, 20 <sup>th</sup> , 2010	Student Complaint Policy	Success!!!! BCIT has agreed to draft and put forth a Student Complaint Policy
September, 20 <sup>th</sup> , 2010	Student Lounge Renovations/Improvements	Each member of the Lounge Committee had a chance to review our designer's concept and share our ideas. The lounge concept will be presented to council following spring break
September, 20 <sup>th</sup> , 2010	Improve Recycling on Campus	I'm meeting with Lorcan on Thursday and will be able to provide an update on Monday

## Progress Report – Dan Smith – VP Campus Life

**Last updated:** March 1, 2011

Date of Introduction	Action or Outstanding Issue	Status
September	Increasing EhPod Services – Microwave and water fountain	Nothing new to report. Need to meet with Mark Dale to continue development of this item.
November	Adjusted: increase the hours of the SAC (not the weight room)	Same as before: waiting for Rec Services to determine how best to address this potential improvement of student services.
November	Clubs Annual Budget Request Proposal	<ul style="list-style-type: none"> <li>• Final Date for Budget Support Proposal was March 1<sup>st</sup></li> <li>• Currently reviewing submissions</li> <li>• Additionally, designing actual process for funding allocation</li> <li>• Meeting to take place sometime after Spring Break (Late-March – Early-April)</li> </ul>
Toon-In Campaign	Working with Toon-In Committee (headed by VP Marketing – Ciara Hamagishi) to organize this year's event	Toon-In Campaign progressing under VP Marketing leadership
February	Functioning as Chief Returning Officer	<ul style="list-style-type: none"> <li>• That's right, the VPCL is the CRO</li> </ul>

## Progress Report – Dom Audette – ATC Chair

Last updated: March 17, 2011

Date of Introduction	Action or Outstanding Issue	Status
September 14 2010	Initiate at least 2 field trips	Satisfied, feel that the Aviation club has provided a major outlet for anyone interested in taking aviation related field trip.
September 14 2010	Increase ATC Student awareness and attendance at SA Events	Made all reps aware of upcoming events / ongoing
March 15 2011	Promote SA Positions for election to students (mainly the ATC Chair position)	Eligible students are completing the forms; it should be a good election over here.

## Progress Report – Michal Harrison – Chair, Computing & Academic Studies

Last updated: May 5, 2011

Date of Introduction	Action or Outstanding Issue	Status
September 2010	Enhance social and outreach aspects of the School of Computing & Academic Studies	<ul style="list-style-type: none"><li>• Will be advising the incoming chair on how to engage students in this school</li></ul>
September 2010	Mentorship Program	<ul style="list-style-type: none"><li>• Wrap-up event occurred on May 4 and capped off a successful year of mentorship</li></ul>
September 2010	Set rigid standards for feedback	<ul style="list-style-type: none"><li>• Not feasible</li></ul>
January 2011	Improve the quality of labs in SE12	<ul style="list-style-type: none"><li>• The new chairs are being held in storage, waiting to be deployed based on personnel resources</li></ul>

## Progress Report – Andrew Io – Chair of School of Energy

Date of Introduction	Action or Outstanding Issue	Status
September	24/7 lab access	The swipe card access is disabled again. I have scheduled a meeting with Paul Morrison on 14 <sup>th</sup> April.
September	Disability access to SW9	BCIT Security responses the door should function between 0600 and 2130. Student should report malfunction immediately to address the issue.
December	SW9 Facility	Requested the chairs in SW9-110 to be repaired
April	Year End Party	As the Canucks is in the playoff, scheduling and marketing for such event would be difficult and I have decided to cancel the party.
April	Exam Schedule	Meeting with Paul to find out whether the exam schedule can be released earlier

## Progress Report – Jim Moore – Chair of Health Sciences

**Last updated:** March 2, 2011

Date of Introduction	Action or Outstanding Issue	Status
March 2nd, 2011	Mentorship program	<ul style="list-style-type: none"> <li>• Meeting with Amanda Spear and Fiona Mitchell to discuss how to improve program for next year.</li> </ul>
March 8th, 2011	Set Rep Meeting	<ul style="list-style-type: none"> <li>• Christina Batstone guest</li> </ul>
March 2nd, 2011	Councillors	<ul style="list-style-type: none"> <li>• One had to quit so I am in process of finding new one.</li> </ul>

## Progress Report – Alisa Dalhuisen – Chair School of Business

**Last updated:** March 2, 2011

Date of Introduction	Action or Outstanding Issue	Status
Monday January 10, 2011	Updating and creating a complete school of business set-rep list	List complete. Second set rep meeting taking place first week after spring break. Room request booking form in for approval.

## **Progress Report – Brian Harvey – Chair, School of Transportation, Construction & Environment**

**Last updated:** March 31, 2011

<b>Date of Introduction</b>	<b>Action or Outstanding Issue</b>	<b>Status</b>
Monday, October 18, 2010	Marketing Committee	No Update
Monday, November 1, 2010	Better communicate to school reps at Burnaby, BMC and Great Northern Way Campuses	April Set Rep Meeting scheduled for Tuesday the 12 <sup>th</sup> and projected attendance is right on par with the last meetings.
Monday, November 1, 2010	Promote more social activity amongst the schools.	No Update.
Monday, January 20, 2011	Connect with industry professionals and involve them with BCIT students	Have had discussions with Marita Luk (School of Construction) and the Vintage Racing Club of BC re: looking to get younger demographic involved in legal racing in the lower mainland



## STRATEGIC OBJECTIVES 2011-2012

In 2002, the British Columbia Institute of Technology Student Association (BCITSA) adopted its first Strategic Plan, “Actions for the Future 2002-2006”. It provided a vision for the association to strive for excellence. In 2006, Council approved the second version of the Strategic Plan, “Renewing our Commitment - 2006 – 2011”. This commitment to the strategic process gave everyone, students and staff, a confirmation of the vision. It was decided to extend this past strategic plan for an additional year. Given that the methodology is flexible, it was possible to meet our Student Executive vision. It is expected that an updated version will be completed next fiscal year.

Each year, objectives are evaluated and renewed and/or revised to match the aspiration of Council. The goal of this document is to set strategies, core objectives and operational actions for each of the association’s functions for this up-coming year. This new edition reflects the spirit of mission of the association. Each of the core objectives and operational actions are linked to the performance of the association. Staff are assigned leading responsibility for each of these actions, which are then evaluated twice a year ensuring that we are on track.

The collection of this data follows a set methodology. Staff members from each function evaluate the status of each core strategies and operational objectives. They are then proposed and reviewed by the Student Executives to be used as guidance for the setup of operational budgets. Both documents are presented to Council for final approval. This annual planning process provides the association relevant strategies to guide its operations, and evaluates its past accomplishments.

### **Organizational Profile**

BCITSA is a charitable, non-profit organization whose mission is to be an advocate for students and provide services, which are student-centered, responsible and proactive in supporting and enhancing the quality of student life. BCITSA has been serving its members since 1969. A Board of Directors composed of 11 elected Student Executive members and approximately 20 Student Councilors govern the affairs of the association.

BCITSA main offices are located at the BCIT Burnaby campus, which houses more than 90% of its operations. A new outreach office opened in the fall of 2007 at the Aerospace Technology Campus and we have had growing presence at the Downtown, Great Northern Way and Marine Campuses. Under the

management of full-time staff, BCITSA operates the following services and operations: a pub, three convenience stores, a retail store, a printing centre and services, a student newspaper, a resource centre, an advocacy office, outreach programs, the health and dental program, organization of special events and programs, scholarship, clubs space and support, and meeting spaces for students. Most of the operations are located in the SE2 Student Association Campus Centre. BCITSA employs 34 full-time and 30 part-time employees and countless student position and volunteers. Its annual net budget is approximately \$3,000,000 in addition to the \$1,300,000 Extended Health and Dental Program.

Although BCITSA is a non-profit organization, it operates based on a social enterprise business model. As such, the association believes in operating profit centres within its scope in order to generate funds contributing directly to the creation and betterment of student services, programs, and scholarships.

### ***Vision***

To unite the students of today into a strong and vibrant community while providing them with the best possible services to aid them in their success.

### ***Mission***

To be an advocate for students and provide services, which are student-centered, responsible, and proactive in supporting and enhancing the quality of student life.

### ***Corporate Values***

BCITSA believes in:

- client satisfaction being number one
- enabling student success by empowering healthier choices
- the power of students
- care for the environment
- buying ethical products
- transparency in our processes

### ***Environmental Implications***

For the past years, the main organizational environment pressures have been of economic nature, and it is still valid today. Given the nature of its operations and limitation to the off-campus market, the expansion of revenues may be restricted. BCITSA depends largely on students registering for BCIT classes to generate funds. Registration levels do not only influence membership fees but also sales

revenue through its operations. Direct and indirect competitors also affect the growth of the association. Student registration continues to increase and numerous initiatives enabled the financial success of the organization. However, 60% of the association's expenses are related to the cost of human resources, which may place stress on management if revenues are not meeting expectations. Although BCITSA's finances have been positive for the last years, we cannot forget that the financial situation can also be negative (2003 to 2005).

Though BCITSA does not have full control of their financial destiny, its organizational culture can counter-influence this challenge with regard to the implementing organizational strategies and initiatives that can mitigate uncontrollable pressures. The lack of hierarchal levels, its ability to respond quickly to situations and the organizational culture positively plays in favour for the association. However, the economic reality has a direct impact on staff's ability to create new services. Though staff members are more than willing to push the organization forward, the challenge remains to efficiently manage all operations in order to create new initiatives with limited additional revenues.



## Governance

Council is the voice of BCIT students and is charged with being a change agent advocating for the betterment of the student experience while at BCIT. Council provides guidance and leadership to the BCITSA management team in order to fulfill the association's mission and vision.

Core Strategies	Operational Actions
Improve a strong communication network between executive members, councilors, set reps, and student clubs	Improve communication of financials status to council by developing process and templates
	Review set recruitment process
	Educate BCIT faculty and staff about its usage and operations to maximize communication on campus
Refine training plan for executives	Focus on project planning/templates to improve the transition process between out-going and newly elected executive members
	Review training for ATC Chair (timing)
	Move training ahead so that students can get more involved in events/programs from the start. It would ensure that students are more familiar with their role.
	Building from last year, ensure that transition document is meeting needs of all positions
	Review objective setting, shadow/training (right after elections)
	Include personal meeting with staff with new executives
Improve student representation	Expend VP Student Affairs position to be integral part of the BCIT advocacy policies
	Invite first nation students to create the position of first nation councilor to sit on Council
Maintain an activist role in the decision making process at the individual BCIT schools	Attend faculty meetings to educate faculty and staff about BCITSA services

	Work with BCIT to review the training of faculty and staff regarding BCIT educational policies
Ensure that students have access to quality student space on campus	Work with Lounge Committee to renovate student lounges at satellite campuses
	Investigate the possibility of expanding student services to the 3rd floor of SE2

## Profit Centres

The profit centres provide a positive experience for all customers.

## Retail Operations

**Objectives:** Provide rapid and convenient service

Core Strategies	Operational Actions
Implement a POS interface that decreases transaction time	Evaluate BV Essentials and initiate necessary additions/changes
	Install BV Essential or other in all locations
	Create internal process enabling efficient processing of sales
Provide online retail services (e-store) that services students at other campuses and part-time students	Develop an e-store template meeting retail needs
	Populate store
	Launch e-store

**Objectives:** Product offering

Core Strategies	Operational Actions
Expand computer offering	Complete contract negotiation

	Renovations of space
	Research program specific computer requirements
	Develop marketing plan focusing on the expanding computer product line
	Implementation of the marketing plan
Review food offering	Investigate healthy option line
Revisit limitation clause with BCIT and the possibility of new locations and services	Meet with BCIT to start discussion about the possibility of expanding our food services on campus
Expand distribution of school supplies	Investigate the implementation of vending machines

**Objective:** Expending marketing initiatives

Core Strategies	Operational Actions
Digital medium	Research marketing ideas in retail operations specifically using digital mediums
	Develop a business case for using digital mediums and implement recommendations
Develop outreach initiatives promoting retail operations	Investigate options to better serve customers on other campuses and develop recommendations
	Establish guidelines specific to retail promotions as part of Outreach Coordinator role
Conduct market research analyzing trends and likes of our customer base	Develop and conduct satisfactory survey

### Professor Mugs Pub and Grill

**Objective:** Expend marketing initiatives increasing sales

Core Strategies	Operational Actions
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Determine and implement advertising strategies that will increase student and staff patronage	Develop an event calendar platform that will be easy to maintain and popular with customers
	Implement event calendar
	Establish strong relationships with student clubs to host their special events
Improve catering offering	Conduct market research specifically addressing catering, on and off campus
	Develop and implement a business plan (menu review, delivery model) matching findings from market research
	Review catering containers that can be re-utilized and branded
Develop initiatives involving staff in the growth and well-being of the business	Establish and implement systems encouraging front of the house staff members to increase their respective sales by focusing on food sales (competition, chart)

**Objective:** Improve product offering

Core Strategies	Operational Actions
Capital Improvement	Improve patio area (furniture, speakers, and heaters)
	Expand lounge area without losing seating/tables
Review menu	Increase offering of large items (sasquatch)
	Review minute lunch items that could be better value compared to competition and better taste
	Determine new items that have great value and great taste including healthier options
Review bar menu	Determine food and drink pairing options
	Develop a "light alcohol" menu option

**Objective:** Improve systems

Core Strategies	Operational Actions
Reduce transaction time	Review existing processes as it relates to transaction procedures for the front end
	Investigate other technologies that reduce the speed of transaction for front end of house
Review bar process	Investigate the possibility of offering more beer lines at north end of bar for busy events
	Review draft beer pouring system
Rework all micro's buttons	Insure all recipes are correct and connect properly

**Objective:** Improve staff involvement

Core Strategies	Operational Actions
Increase training initiatives for all staff	Develop a communication plan and schedule
	Work with HR to develop training sessions that would address issues and help staff improve their skills, and to involve everyone in the decisions that affect their jobs or work environment
Improve communication with staff members and involve them in decisions affecting their jobs and work environment	Determine strategies that will enhance communication
	Conduct meeting to evaluate the strategies
	Develop future actions focusing on better communication

## Printing Services

The printing centre provides the best print solutions for all customers.

**Objective:** Enhance service delivery that would better serve existing customers and engage new ones

Core Strategies	Operational Actions
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Investigate new business ideas	Increase services offered by existing photocopiers (i.e.: fax, scan to print)
	Offer innovative ways to present the different product offering
	Establish better links between academic needs and printing services
Improve processes	Investigate the possibility of partnering with BCIT IT services and the library to reduce duplication of processes

**Objective:** Improve awareness of the services

Core Strategies	Operational Actions
Develop a customer survey investigating the level of awareness and quality of service from students about this service	Develop survey focusing on awareness of service
	Conduct survey and analyze findings
	Develop a survey focusing on customer satisfaction
	Conduct survey and analyze findings
Develop marketing strategies that will raise the awareness of printing services to students	Improve photocopier signage detailing instructions
	Develop and implement marketing strategies that will raise awareness of printing services

## Student Services

The student services department empowers students to achieve overall well-being through responsive services.

**Objective:** Raise awareness of the services provided by the Advocacy office

Core Strategies	Operational Actions
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Educate BCIT employees	Develop a continuous communication strategy that advertises the different services that the Advocacy office offers
	Implement a communication strategy
	Develop training sessions offered to new and existing BCIT employees
	Implement training sessions to all new staff and provide Advocacy brochures to BCIT HR to include in new staff packages
	Implement training sessions to staff group by attending staff meetings
Developing advertising strategies enhancing student engagement	Develop a Student's Rights Handbook (booklet) and add to website

**Objective:** Enhance Advocacy programs/services improving student life experience

Core Strategies	Operational Actions
Develop new programs benefiting students' experience	Determine revised harm reduction campaigns and services
Develop and implement Respect program in conjunction with BCIT	Begin the campaign with passive poster campaign. Meet with new H&D Advisor to determine 2012/13 plan.
Improve service level	Establish operational guidelines and processes for Advocacy office. Service increased numbers of cases.
	Develop and implement an annual training session specific to the VPSA position

**Objective:** Work with BCIT to ensure that BCIT policies meet the needs of students

Core Strategies	Operational Actions
Work with BCIT to ensure that BCIT Institute policies are in plain language and that the BCITSA advocacy services are included as part of these policies	Advocating and directly participating in the creation of the complaint policy by gathering student feedback about this policy
	Promote changes to student body while including Student Executives in the process
	Contribute to the Code of Conduct working committee by gathering student feedback

**Objective:** Improve student services delivery

Core Strategies	Operational Actions
Review existing volunteer program	Offer a passive volunteer program that is equivalent to a referral service. Completed as of February 2011.
	Enrich existing referral services by improving online resources for all campuses
Improve communication with students	Establish feedback mechanism system to improve service/program delivery
Increase success of Student Leadership programming through improved messaging and marketing.	Expand reach of programming through technology
	Expand Mentorship program for its 3rd year
	Peak leadership – Market awareness and branding

**Objective:** Raise awareness of the Student Service area to students and BCIT community

Core Strategies	Operational Actions
Strengthen promotional critical paths to reach BCIT community, while focusing on target promotion	Revisit Student Services' branding and contribute to Communications schedule. Streamline the "look" of Student Services with its several key services being highlighted.



	Implement communication plan
Reinforce the branding of the centre as the gateway to the BCITSA	Provide a unified service provision to all who enter the Uconnect Resource Centre. Contribute to on-line developments.

**Objective:** Develop the efforts to better service student clubs

Core Strategies	Operational Actions
Develop specifications around club sponsorship and marketing of club events	Develop incentive for clubs' usage of third-party opportunities and increased use of pub for events. Update clubs manual with chart of specifications.
Enhance the leadership and success of clubs through BCITSA operational backing.	Meet with respective schools and increase communications on clubs' activities to raise campus profile.
	Continue to identify collaboration opportunities that are mutually beneficial. Invite clubs members to related events, provide opportunities that enhance their objectives.

## Childcare Centre

**Objective:** Create a childcare program for the BCIT community

Core Strategies	Operational Actions
Develop a business case in collaboration with BCIT for the creation of a childcare service on campus	Determine the feasibility of offering a childcare service on campus
	Develop design and construction schedule
	Construction phase
Creation of childcare program	Hiring of Childcare Manager
	Develop guidelines and policies

Develop marketing strategies to communicate this new service	Develop and implement a marketing plan detailing actions focusing on enrolment
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## Outreach and Events

### Events and Outreach

The events and programming functions are an integral part of campus life.

**Objective:** Providing better events meeting student’s needs, while including students as part of the planning of these events

Core Strategies	Operational Actions
Develop events and programs that enhance student experience and student engagement while developing benchmark ensuring that the focus is made on what works	Revise programming and events schedule, meeting the needs of students - determine focus and objectives for each event
	Work more collaboratively with clubs where possible and mutually beneficial
Develop metrics system to better analyse the success of events	Investigate, develop and implement a metrics system analyzing the success of programs /events, justification of funds. Ensure that clear objectives are set before implementing a program/events
	Decentralize events outside of SE 2 to meet the needs of SW9, SE12, and NE1. Great hall not accessible to all

**Objectives:** Improve awareness of events on campus

Core Strategies	Operational Actions
Develop marketing strategies that will optimize events and programs attendance	Review all marketing documents and develop campaigns that are better representing our student population
	Develop strategies that would enable the cross promotion of events

	Crediting the BCITSA more explicitly at events and in marketing
	Develop strategies for the expansion of viral marketing
	Develop a communication process which will include Council members to events
Improve communications with student groups	Increase communications with partners to ensure longevity of events /programs
Strengthen internal and external partnerships that will relevant events and programming engaging students	Actively invite feedback on events executed and proposed; encourage suggestions from students and like-minded event planners
	Solidify the sharing of resources and ideas with BCIT external events while assisting them where possible
	Identify new external partners that leverage key issues with their expertise
	Develop structure and processes of forming a student event committee
Develop processes that would involve student involvement in the elaboration of events	Initiate and recruit students as part of committee
	Evaluate new process and present recommendations

**Objectives:** Improve outreach efforts to offer better programs and services to satellite campuses

Core Strategies	Operational Actions
Develop strategies increasing outreach to other campuses by focusing on developing a new orientation processes both for student and BCIT staff	Develop an Outreach Calendar and Strategy, representing all BCITSA services
	Build key relationships with BCIT staff
	Provide BCITSA Tours for new students and increase faculty knowledge

Increasing student engagement in outreach programs by focusing on customer services and promote existing programs	Outreach position linked with other departments such as marketing and retail (Link distribution)
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**Publications Department**

The Publications Department produces publications with high readership reflective of our members' needs. While, the Link is written in majority by students, led by students, and managed by staff members, the Student agenda is a useful, informative, and free communication tool for all full-time students.

**Objectives:** Develop advertising that enhances the student experience while subsidizing the student association

Core Strategies	Operational Actions
Develop advertising strategies that awareness to the BCITSA and increases revenues, while not infringing on the "look" of the publication	Review advertising level and determining a new acceptable level of advertising
	Develop advertising strategies to increase advertisement revenues specifically for the Student Agenda
	Develop advertising strategies to increase advertisement revenues specifically for the Link
	Review BCITSA information placement in the Agenda

**Objectives:** Improve awareness of the blog

Core Strategies	Operational Actions
Reinforce and promote the Link Blog presence on campus	Develop communication plan that will help increase the numbers of visit to the Link Blog
	Implement strategies

**Objectives:** Improve service level

Core Strategies	Operational Actions
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Investigate additional optional delivery models for the Link	Explore electronic version of the Link
Investigate the possibilities of further integration between the broadcasting department and the Link	Initiate discussion with BCIT broadcasting

## Support Services

All support service functions provide high level of support to advance the initiatives of other departments, while safeguarding the assets of the association.

## Communication & Marketing Functions

**Objectives:** Reinforce brand recognition

Core Strategies	Operational Actions
Reinforce the brand on the different satellite campuses	Review messaging transmitting during Orientation focusing on satellite campuses
Reinforce the overall BCITSA brand to ensure that all BCITSA services are linked to the BCITSA brand	Evaluate existing branding strategies
	Educate BCITSA staff about the different brands

**Objectives:** Improve the marketing strategies that will not only create a strong identity for the associations, but also create awareness to each of the different portfolio of the association

Core Strategies	Operational Actions
Review and continue to develop and grow the use of electronic medium (twitter, Facebook, website, LinkedIn, e-blast, phone apps, You tube, etc., TV screens internal network)	Determine and implement strategies to increase visits from students to our social media on different platforms

	Combine social media and outreach to create an online BCITSA environment that can unify the campuses
	Comment and be involved in the social arenas
	Develop a Facebook page that is representative of the personality of the Association
	Develop new website platform - starting point of communication to students, linking governance, services, events, and clubs
	Digital advertising - Explore options for effective third party advertising
	Evaluate success of e-blast and create
Develop and implement marketing strategies to support the efforts of all departments	Develop specific schedule of existing events and programming from all departments
	Identify and establish organizational marketing priorities and to better integrate the numerous initiatives
	Determine and produce marketing materials to match marketing schedule adapted to each department needs and cross promote when possible
	Review print medium and develop new and innovative ways of communicating to students
	Review the use of developing processes around the utilization of the set rep network to promote BCITSA services
Develop a public relation process highlighting student executives	Develop media package focusing on the elections

**Objectives:** Sales and advertising

Core Strategies	Operational Actions
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Focus on increasing advertising sales – develop medium opportunity and targets	SEE PUBLICATION
Manage an effective sponsorship programs connecting BCITSA to the external community	Integrate external advertising strategies direct/print/digital/event sponsorship/affinity programming/corporate donations
Manage an effective networking system connecting BCITSA to the BCIT and external community	Integrate external advertising strategies direct/print/digital/event sponsorship/affinity programming/corporate donations
Develop specifications around club sponsorship and marketing of clubs events (moved to club section)	

## Administration and Accounting

Core Strategies	Operational Actions
Review policies and procedures and develop on-going training of staff with regard to policies and procedures	Review policies and procedures and develop on-going training of staff with regard to policies and procedures
	Move P&P and Strategic Plan on an online version
Ensure high level of financial and administrative controls by developing BV user guide for managers and site managers and non-regular BV users focusing on what is required for their positions.	Develop information technology strategies to meet required level of technical support needed to enhance member services and review related policies and procedures
Succession management process / manual, job specific training (shadowing, transfer)	Develop transition manuals for key positions
	Develop an employee engagement and satisfaction survey
Invest in training solutions, which improve staff performance and knowledge	Refine the on-going training process

Investigate different technologies that would improve human resources processes	
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