













Review the Model

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Key Partnerships: <ul style="list-style-type: none"> Co-opetition Supplier Integration Vertical Integration Strategic Alliances </p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Key Activities: <ul style="list-style-type: none"> Production Problem Solving Platform Development Infrastructure Development </p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Value Propositions: <ul style="list-style-type: none"> Performance Customization Design Brand/Status Integration Interoperability Compatibility Convenience Accessibility Security Reliability Support Integration Compatibility Convenience Accessibility Security Reliability Support </p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Customer Relationships: <ul style="list-style-type: none"> Personal Assistance Self-Service Automated and Self-Service Communities Co-creation Concierge Partnerships Resellers Automated and Self-Service Communities Co-creation Concierge Partnerships Resellers </p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Customer Segments: <ul style="list-style-type: none"> Mass Segmented Niche Multi-Sided Platform </p>	
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Resources: <ul style="list-style-type: none"> Physical Human Intellectual Financial Channel Partners Platform </p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with our customer routines?</p> <p>Channels: <ul style="list-style-type: none"> Physical Digital Hybrid Partners Resellers Automated and Self-Service Communities Co-creation Concierge Partnerships Resellers Automated and Self-Service Communities Co-creation Concierge Partnerships Resellers </p>			<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Revenue Streams: <ul style="list-style-type: none"> Asset Sale Usage Fee Subscription Transaction Fee Commission Advertising Freemium Usage Fee Subscription Transaction Fee Commission Advertising Freemium </p>
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Cost Structure: <ul style="list-style-type: none"> Fixed Costs Variable Costs Co-opetition Supplier Integration Vertical Integration Strategic Alliances Co-opetition Supplier Integration Vertical Integration Strategic Alliances </p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Revenue Streams: <ul style="list-style-type: none"> Asset Sale Usage Fee Subscription Transaction Fee Commission Advertising Freemium Usage Fee Subscription Transaction Fee Commission Advertising Freemium </p>			

VISION

THE CARLETON UNIVERSITY STUDENTS' ASSOCIATION IS COMMITTED TO A COMMUNITY IN WHICH ALL MEMBERS BELONG AND ARE INSPIRED THROUGH LEADERSHIP AND INNOVATION, IN THE PURSUIT OF PERSONAL GROWTH.

SERVICE

We will facilitate the various ambitions of our members through diverse and innovate services

COMMUNITY

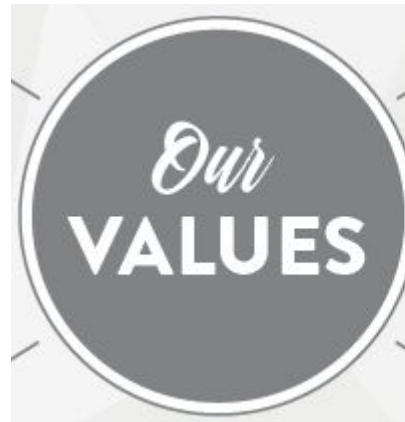
We will promote and assist in maintaining an environment that protects and promotes the safert and dignity of every person on campus

DIVERSITY

We will strive to facilitate the diverse representation and perspectives of our members in all aspects of campus life

ACCOUNTABILITY

We will provide value to our members through transparent and sound financial management



DEVELOPMENT

We will facilitate and support involvement and personal development opportunities that enhance the quality of our members' Carleton experience

CUSA's 6 Pillars of Growth

CUSA set out 66 Goals to be completed by April 2017

PRESIDENT



VPF



VPI



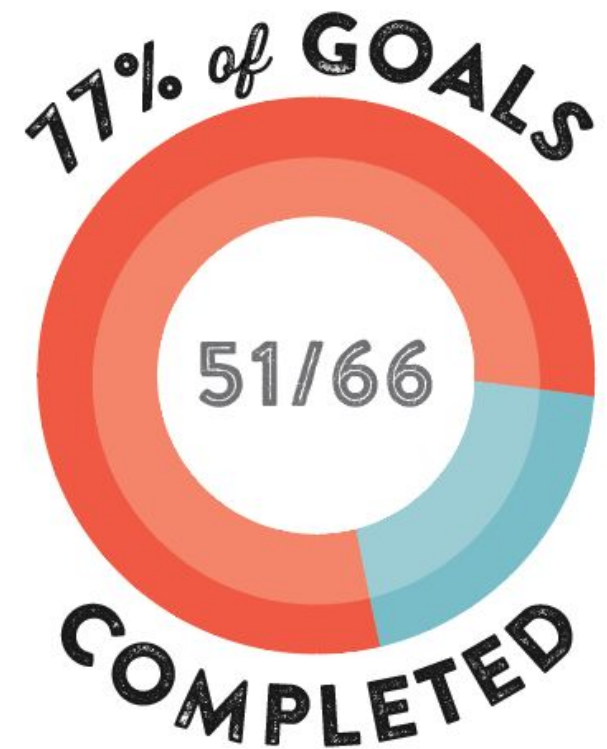
VPSI



VPSL



VPSS



PROGRESS

Completed Goals (8/12)

- ✓ Organizational Excellence
- ✓ Advocate on behalf of students to the Federal Government
- ✓ Introduce the CUSA Open House
- ✓ Introduce the SUMMER UPASS
- ✓ Refresh your Food Centre with New Kitchen
- ✓ Stronger Communication to members
- ✓ Create new Students Services Manager
- ✓ Develop multi-year growth strategic plans

In Progress Goals

- Build a Student Union Building
- Implement Extended Bus Terminal
- Ablutions Room Renovations
- CUSA 75TH Anniversary Launch

11/12

PROGRESS**Completed Goals (11/12)**

- ✓ Connect you to Scholarships and Bursaries
- ✓ More Jobs, Meaningful experiences, expanded Networks
- ✓ Enhancing CUSA Businesses
- ✓ Cut Executive Compensation
- ✓ Coke Contracts Revenues to CUSA
- ✓ Auditor Rotation - savings over \$35,000
- ✓ Highest Sponsorship in CUSA History
- ✓ Launch Oliver's Patio
- ✓ New Savings Account with Higher Interest Return
- ✓ Creation of BECS Co-working Space

In Progress Goals

- Expand CUSA Swag Shop

PROGRESS**Completed Goals (10/11)**

- ✓ CUSA Launch Program – Prof Dev
- ✓ More Space and Less Hassle for Clubs & Societies Storage
- ✓ Increase funding for Student Initiatives
- ✓ Top Up your Clubs & Societies Toolkit
- ✓ Increase Clubs & Societies Funding
- ✓ Brought Back Summer Funding
- ✓ Clubs Directory – CUSA Hub
- ✓ More Transparent funding process with Rubrics
- ✓ Electoral Code Revamp
- ✓ CUSA Window Decals

In Progress Goals

- Increase Council Transparency and Improve Clarity

PROGRESS

Completed Goals (9/11)

- ✓ Implement CUSA's Walk'n Talk program
- ✓ Create & Expand Exam support programs
- ✓ Re-invent and re-think International Student Orientation
- ✓ More Therapy Animals, More Massages, More Yoga
- ✓ Expanded Financial Literacy Week
- ✓ Stronger marketing and advertising for CUSA's Awareness weeks

In Progress Goals

- Challenge Religious Stereotypes
- Increase Mental Health Support funding & services

PROGRESS

Completed Goals (9/10)

- ✓ The Best pre and post game parties
- ✓ Bring the party back to Campus
- ✓ Hype up Homecoming
- ✓ Give Frosh a Facelift
- ✓ Host and Support Diverse Events
- ✓ Improve your CUSA Swag Collection
- ✓ Street Team Revamp
- ✓ New Carleton vs Uottawa Hockey Game Classic
- ✓ UFC Programming at Ollies

In Progress Goals

- Microwaves across campus



PROGRESS

Completed Goals (4/10)

- ✓ Change Aboriginal Centre's name
- ✓ Train Service Centre Coordinators
- ✓ Service Centre Passeport System
- ✓ AFCOM Bylaw Changes

No longer happening

- ✓ CUSA Meal Plan

In Progress Goals

- Women's Only Gym Hour
- Removing Exec from Hiring Process
- Increase capacity of Health and Wellness Centre
- Advocating for Lowering Tuition Fees
- Create additional positions for Health and Wellness Centre, and Mawandoseg Centre

PROMISES MADE, PROMISES KEPT



However we can't stop here!



Brought
TO YOU BY

CUSA
CARLETON UNIVERSITY STUDENTS' ASSOCIATION

