This year at your Students’ Association, we made some big promises. We committed to continually working to improve your services, programming, and student life experience. We’re proud to report that we’ve succeeded.

COVID-19 forced us to pivot much of our plans, but, of the ambitious goals we set at the beginning of the 2020/21 year, we’ve completed 81% — and it’s only January. Here’s a small taste of what we’ve been working on this year.
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 innovative services

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

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

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

**DIVERSITY**
We will strive to facilitate the diverse representation and perspectives of our members in all aspects of campus life
CUS A SET OUT 67 GOALS TO BE COMPLETED BY APRIL 2021

80.6% of GOALS

54/67

COMPLETED
The President is responsible for the general operations of the Association, its relationship with the University administration, and CUSA’s large-scale projects.

Students Deserve Cleaner, Accessible & Inclusive Bathrooms
- Successfully lobbied the university towards the creation of gender-neutral washrooms in every building.
- Reached an agreement with Carleton to prioritize renovating washrooms, with a focus on the University Centre, while students are off campus.

Introduce Emergency Relief Funding
- Over $56,000 has been distributed towards students in need through the CUSA Hardship Fund.

Our Future Matters. It’s Time for a “Green New Deal” at Carleton
- CUSA created 2 new student positions, “Climate Officers,” who research and introduce climate and sustainability initiatives within CUSA.
- Launched the Divest Now Campaign: Advocated for Carleton to divest from fossil fuels, our call to action is currently being reviewed by the Investment Committee of the Board of Governors.
- Secured endorsements for the Divest Now campaign from over 30 clubs, 50 faculty members, and two Ottawa City councilors.
- Launched the Climate Action Fund for student climate initiatives.

International Students Deserve Better. Let’s Create a Job Shadow Program

POSTPONED DUE TO COVID-19
IN PROGRESS

- **Expand Support for Indigenous Students on Campus**
  - Continuing to lobby for the implementation of Kinàmàgawin, Carleton’s Plan of Action for implementing the report of the Truth and Reconciliation Commission (TRC).
  - Launched the Indigenous Initiatives Fund for student initiatives that celebrate Indigenous students and advance Reconciliation.
  - Preparations are underway for CUSA’s first Indigenous Awareness Month in March.

- **Mandating annual Anti-Oppression, bystander and safe space training for CUSA Staff, volunteers, and Executives.**

- **Creating a clubs sustainability guide**

COMPLETED GOALS BEYOND THE PLATFORM

- **Created and implemented a 10-pillar CUSA COVID-19 Support Plan**
  - Includes the CUSA Hardship Fund, the COVID-19 support group, a personalized support line support@cusaonline.ca, contactless food hamper delivery, and more.

- **Launched the State of the Union**
  - Monthly video recaps keeping students up to speed with the Executive team’s work.

- **Academic Advocacy**
  - Partnered with other student groups to successfully lobby the university for more asynchronous classes, extending the SAT/UNS policy, and reducing the number of deliverables per class.

- **Held a webinar on standing in solidarity as non-Black students with Carleton’s Black community**

- **Launched the first-ever CUSA Annual General Survey**
  - Collected feedback that helped the Executive team tailor their work to students’ needs.
  - Acted on feedback through better promotion of EmpowerMe, adjusting our events to time zones that reached more students, and diversifying our support for racialized students (such as Lunar New Year celebrations!).

- **Lobby local politicians for more support for international students and for COVID relief**
  - Partnered with the uOttawa Students’ Union (UOSU) on a letter to Ottawa MPs calling for CERB to be extended to international students.
  - Met with Minister McKenna to ask for rent relief and the expansion of CERB, which thereafter increased to $2,000.

- **Petitioned FundQi and Carleton for more transparency around fees**
  - Met with FundQi and successfully lobbied them to extend their opt-out period.
  - Met with the university to improve transparency for ancillary fees.
VP FINANCE

JACOB HOWELL

The VP Finance is responsible for the financial operations of the organization, including the budget. The VPF also makes decisions related to CUSA businesses, the health insurance plan and the collective agreement with CUSA’s employees.

COMPLETED

• Get More From Your Bookstore. Increase Programming At Haven Books & Cafe
  • Expanded Haven’s service offering by providing ice cream and bringing in live local performers over the summer.
  • CUSA is currently restructuring Haven’s to be more relevant during and post- COVID-19.

POSTPONED DUE TO COVID-19

• Make Transportation More Affordable for Students Through Ridesharing
  • As getting into cars with strangers is not recommended at this time, this policy is unable to come to fruition.
• Reduced ticket prices for sports, concerts and more
  • While crowded events and concerts are canceled, CUSA is working on acquiring other discount programming to supplement

IN PROGRESS

• Make Legal Services More Available for Students
  • A survey is in progress to receive feedback and assess students’ interest
• Get those grants. Empower Student Entrepreneurs to Succeed
  • Working with Hatch to implement a fund for student entrepreneurs to apply for financial support to start their business
COMPLETED GOALS BEYOND THE PLATFORM

- **Student Space Assessment**
  - Began consultations on building a new student space to understand student groups’ needs

- **Expanded Health & Dental insurance coverage**
  - Improved travel coverage for COVID-19

- **CUSA Spaces & Businesses ready for return**
  - When returning to campus will be permitted, CUSA spaces and businesses are equipped to meet COVID guidelines and safety regulations

- **Improved Empower Me for international students**
  - Expanded Empower Me to offer dial-in services and counseling in 20 new countries to support international students

- **Engaged Carleton on student concerns and the ethics of CoMas Proctoring**
  - Successfully lobbied senior administration for greater transparency and information on students’ privacy when using CoMas

- **Acquired $140,000+ in Grants and Wage Subsidies**
  - Grants and subsidies acquired to combat overhead costs and aid in supplementing absence of revenue

- **Introduced Council Initiative Fund**
  - Fund for Council to direct towards an initiative or program to support constituents
VP INTERNAL

FAROOK AL-MUFLEHI

The VP Internal is responsible for the internal operations of the Association, including CUSA Council and the main office. The VPI is also in charge of all issues related to the Clubs & Societies office.

COMPLETED

• Don’t know what’s happening on campus? Let’s Create a New Portal for Clubs & Societies
  • Looking to get involved on campus? Boost up your semester? Cusaclubs.ca is a new platform that connects students to all the 230+ amazing clubs we have on campus
• Your Voice, Your Carleton. Empowering Students to Make a Difference
  • We created Discovery Challenges for students to gain CCR credits through meaningful volunteer experience working with CUSA execs and businesses
• Provide Clubs with More Recognition and Competitions
  • With society moving to a viral setting, C&S and their executives have been working hard to still create engaging and exciting events for their students. We have reevaluated and created Clubs Awards to thank all the amazing C&S Executives for their time and efforts into serving the Carleton Community.

POSTPONED DUE TO COVID-19

• Can’t Fix the glitch? Make IT Solutions More Accessible for Students

IN PROGRESS

• Got Questions? Host Coffee Dates with your CUSA Councilors
• CUSA Council Instagram
  • To maintain more transparency with the student body, we created a CUSA Council Instagram page to further promote CUSA Council, who the Councilors are, and offer an alternative method for students to reach out. The page is curated by two elected councilors.

• Created online clubs training on cuLearn
  • With the current global pandemic, we wanted to ensure the safety of our club executives while making sure they received all the appropriate information going into the new year. We held Clubs Conference via online modules through cuLearn.
Our Campus is Diverse. Foster Community Inclusivity Initiatives

- BLM promotion and providing resource for students
- Being an active member of Carleton’s new EDI Strategic Plan Working Group to address common issues Students of Colour face within pedagogy, such as insensitivity to cultural implications, lack of diverse faculty, and restrictive course requirements that prevent students from exploring courses that discuss EDI
- The creation of an EDI Course Directory and solidarity posts
- Hosted a black-community check-in
- Allyship/solidarity 101 workshop
- Executed a seminar centered around spirituality and mental wellness, with a particular focus on Islam

Groceries are expensive. Let’s Save you Money with the Food Centre

- Providing food vouchers consistently throughout the school year. This was notably done through study snacks, with more than 400 students being provided food vouchers and coupons for at least 1 meal

Executed a mental health discussion with NFL player Brennan Scarlett for the Pop the Stigma Campaign
POSTPONED DUE TO COVID-19

• Getting an Appointment can be Tough - Accessible pop-up health clinics on campus

IN PROGRESS

• Forgot Something This Morning? Free Personal Hygiene Products on Campus
• Sick Notes Suck. Expand Academic Accommodations
• Planning the first CUSA Indigenous Awareness Campaign for March

COMPLETED GOALS BEYOND THE PLATFORM

• #Normalize Campaign
  • Introduced a new, year-long mental health campaign to destigmatize getting support for mental health
• Got Justice? Campaign
  • Introduced a new anti-oppression and anti-racism campaign
• Hosted a community check in for Black students
• Kick-started CUSA’s COVID support initiatives by drafting a CERB/CESB/COVID resources facts webpage
• Raised awareness for conflicts affecting international students and students in the African diaspora
  • Published a statement of solidarity with #EndSARS, #CongosBleeding, #EndSWAT
  • Co-created a video with Nigerian students and RRRA about SARS and police brutality in Nigeria
• IGTV Series on Mental Health and Wellness
• Created the first-ever Virtual Art Exhibition to highlight the work of survivors of sexual violence
• Promoted flu-shots
• Raised awareness on Seasonal Affective Disorder
VP COMMUNITY ENGAGEMENT

MORGAN MCKEEN

The Vice President Community Engagement manages and fosters relationships between the University, students, and the Ottawa community at large.

9/12

COMPLETED

- **Be Your Own Boss. Start-up Fest at Carleton**
  - Over 100 attendees
  - Featured 10+ student-owned businesses
- **Brunch is on Us. Increase CUSA Engagement Opportunities**
  - Hosted twice during the Fall semester
  - Students were refunded for their brunch
- **Work when you want, where you want. Brand Ambassador Jobs**
  - Hired 10 students in the Fall semester
  - Expanded CUSA’s social media outreach by 5,000+ students
- **Leverage Carleton’s Alumni Network. Get a Job Before you Graduate**
  - Partnered with the Advancement Office to promote the Alumni-Mentorship Program
  - Partnered with The 3Skills, a professional development company founded by Carleton Alumni, for a Resume & Cover Letter workshop and a Virtual Networking workshop

IN PROGRESS

- **Kijiji for Carleton - A CUSA Managed Marketplace**
  - Providing a more reliable (virtual) space for students to buy-and-sell
- **International Food Month with the CUSA Food Centre**
  - A campaign to share traditional dishes from various cultures
- **Lunar New Year Programming**
  - A celebratory event for the Asian community at Carleton
COMPLETED GOALS BEYOND THE PLATFORM

- Capital Collective
  - Profits go towards the Hardship Fund
- Re-vamped the CUSA Street Team in a virtual setting
  - Foster a sense of community and connection to Carleton from any place in the world
  - Executed various social media campaigns such as #RavensFromHome and the “Mask Up or Pack Up” campaign with RRRA
- Assisted CUSA Service Centres in transitioning to supporting students virtually
  - Offered virtual programming support and development
  - Partnered on various events
- Created the Student & Locally-Owned Holiday Shopping List
  - Featured 38+ businesses
- CUSA TikTok
  - Adapted to new communications platforms to reach as many Carleton students as possible
The VP Student Life organizes events to enrich your student experience, including discount concert tickets, Oliver’s and Rooster’s programming, and CUSA’s fall orientation and homecoming events.

**VP STUDENT LIFE**

**OSMAN ELMI**

The VP Student Life organizes events to enrich your student experience, including discount concert tickets, Oliver’s and Rooster’s programming, and CUSA’s fall orientation and homecoming events.

**COMPLETED**

- **Have a Good Time, do a Good Deed. Let’s Support Charitable Causes that Ravens Rely on**
  - We ran a fundraiser campaign during Giving Tuesday to replenish the Hardship Fund so we can continue helping students in need, raising over $20,000 in one day
- **Never Experienced Frosh? Establish a Campus-Wide Frosh Day**
  - Modified a Campus-Wide Frosh day into a whole week, FROST week
  - Held a Winter semester FROST week for ALL Carleton students to attend while promoting Clubs & Societies, CUSA Service Centers, and different student organizations
- **Uber Everywhere. Discounts and Incentives for Students During Busy Periods**
  - Provided students with UberEats gift cards for those tough times
  - Gave out $500 worth of gift cards daily to students while promoting wellness
- **Modified Campus Festival into a Tik Tok Talent Show in which students display their talents**
  - Due to COVID-19, we could not obviously hold a campus musical festival, so we pivoted it to a Tik Tok Talent Show which is interactive and allows any student to participate

**IN PROGRESS**

- **We all love Free Trials. Let’s Have More of That**
COMPLETED BEYOND THE PLATFORM

- **Planned the first ever virtual fall orientation**
  - Events such as Drag @ CU, Trivia, and Family Feud
  - Moderated the Arkells Study Break Moderator
- **Consistent virtual programming to keep students engaged**
  - Trivia with student groups, IGTVs, bracket challenges, online tournaments
- **COVID-19 Support Group**
  - Offered support for students affected by COVID and isolation
  - Ensured a casual setting for students to enjoy
- **#RavenPride Collage to celebrate Pride Month**
- **Wellness Wednesday**
  - Hosted programming to promote wellness such as bi-weekly yoga classes
  - Hosted a Stress Management Q&A with Health & Counselling and a pet hangout
- **SOAR Conference**
  - Worked with the SEO to bring Martin Luther King III to Carleton for our first online SOAR Conference