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 94%.

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
Ravens,

This year proved to be one of great challenges and resilience. Despite the unexpected impacts of COVID-19, students kept showing up and inspiring us to serve regardless of the circumstances. You persevered through online classes, being far from friends, and lockdown after lockdown. As our term comes to an end, we too are proud to have persevered and to present you our End of Year Report having completed 94% of the projects we undertook.

Among our 78 completed projects, highlights include launching the CUSA Hardship Fund, dispensing $79,600 to students in need; creating financial literacy webinars on taxes, credit scores and the stock market; launching a new clubs portal, cusaclubs.ca; leading CUSA’s first Indigenous Awareness Campaign - Minwàdiyà-n; bringing you a groundbreaking CUSA Start-Up Fest; and ensuring our newest Ravens had an unforgettable virtual Frosh.

As each of us goes on to new adventures, we leave you with one request. These ideas came from you and their continuation depends on you - it takes all of us to create lasting change. The Divest Now campaign gained tremendous momentum this year, but each of us is responsible for holding Carleton accountable. We prioritized mental health initiatives, from an intersectional approach to Pop the Stigma, to expanding Empower Me, but we need you to keep breaking barriers. We tackled racism and discrimination, but much work remains to educate and sustain permanent change on our campus. We created diverse and inclusive programming, from Martin Luther King III to Drag @ CU, but building a campus where everyone feels welcome takes all of us.

If this year has taught us anything, it’s that as long as we’re ensuring that students come first no matter where they are, we are unstoppable.

Thank you for trusting us to lead you through this memorable journey.

Have a great summer, Ravens.

Your 2020-21 CUSA Executive Team
CUSAS SET OUT 67 GOALS TO BE COMPLETED BY APRIL 2021

94% of GOALS COMPLETED

78/83
The President is responsible for the general operations of the Association, its relationship with the University administration, and CUSA’s large-scale projects.

**COMPLETED PLATFORM GOALS**

- **Introduce Emergency Relief Funding**
  - Distributed $79,600 in relief payments to 228 students in need through the CUSA Hardship Fund, launched in October 2020

- **Our Future Matters. It’s Time for a “Green New Deal” at Carleton**
  - Created 2 new paid 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
    - Secured endorsements for the Divest Now campaign from over 30 clubs, 50 faculty members, and three Ottawa City councilors
    - Collected nearly 1000 signatures on the #DivestNow petition
    - Held multiple lobby meetings with key stakeholders: Carleton VPs and Investment Managers
    - Reached an agreement with the Investment Committee of the Board of Governors to launch a comprehensive review of its Responsible Investment policy to consider divestment, making RI a standing agenda item
    - Led Carleton University to join the University Network for Investor Engagement on the Climate Crisis, a first step toward divestment
    - Empowered divestment campaigns across Canada, creating a comprehensive resource document for other schools to learn from CUSA’s rapid progress on divestment, working with the Divest Canada Coalition sustainable events and talk about climate-related issues, why climate justice matters, what climate and social justice services CUSA offers, and much more
• Expand Support for Indigenous Students on Campus
  • Worked under the VP Student Issues on the Minwàdiyà-n! campaign, CUSA's first month of Indigenous celebration: Held consultations, organized interviews with Indigenous leaders, and welcomed Autumn Peltier as a keynote speaker
  • Lobbied 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, supporting student initiatives that celebrate Indigenous students and advance Reconciliation

• 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

CANCELED DUE TO COVID-19

• International Students Deserve Better. Let’s Create a Job Shadow Program
  • Unfortunately, due to many international students being out of the country, and workplaces being closed down or at reduced capacity, this project was not feasible during the COVID-19 pandemic. However, 43% of Hardship Fund recipients were international students, providing direct financial support.

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

• Created mandatory annual Anti-Oppression modules tailored to CUSA for staff, volunteers, and Executives.
  • Topics covered: Power & privilege, racism, microaggressions, allyship, settler colonialism, 2SLGBTQ+ experiences, and ableism and disability justice

• 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
    - Met with Shawn Menard to improve city-wide support for students through the COVID-19 vaccine rollout, coop housing, making the Sunnyside intersection safer, and collaborating on divestment
  - **Petitioned FundQi and Carleton for more transparency around fees**
    - Met with FundQi and successfully lobbied them to extend their Winter opt-out period
    - Met with the university to improve transparency for ancillary fees
  - **Made peer-to-peer tutoring more accessible through Nimbus tutoring**
    - Helped bring accessible tutoring to students through Nimbus, partnering with the Paul Menton Centre, the Carleton Science Student Society, and the Carleton Student Engineering Society
    - Hired 38 student tutors
  - **Participated in Federal and Provincial Lobby Week through the Canadian Federation of Students, meeting with 80+ Senators and MPs, and 49 MPPs as a collective**
    - Advancing accessible public post-secondary education, OSAP grants, COVID-19 and mental health support & more
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 PLATFORM GOALS**

- **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
  - New products & business model in Haven’s surrounding local & eco-friendly products

- **Get those grants. Empower Student Entrepreneurs to Succeed**
  - Created a new $10,000 Entrepreneurship Fund to empower and promote Hatch Cohort members
  - Fund will support and assist Carleton entrepreneurs through subsidizing business expenses

**IN PROGRESS**

- **Make Legal Services More Available for Students**
  - Conducted survey to gauge students’ interest on having legal service and protections
  - Significant interest from students, Referendum ready to launch for next year
CANCELED DUE TO COVID-19

- Make Transportation More Affordable for Students Through Ridesharing
  - Due to COVID-19 restrictions a rideshare app was not able to be implemented for the current year
- Reduced ticket prices for sports, concerts and more
  - No events or public programming were offered due to COVID-19; instead, CUSA hosted free webinars and other events with keynote speakers

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
  - CUSA businesses & spaces are equipped with PPE and social distancing precautions for a safe return to campus
- 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
  - Addressed student’s concerns and challenged administration on the ethical use of 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
  - $5000 Fund for Council to direct towards an initiative or program to support their constituents
- Created Financial Literacy Webinar “Getting Your Money’s Worth”
  - Informed students on filing taxes, credit score impacts, and how to get involved in the Stock Market
- Presented Audit with $300k+ surplus from previous fiscal year despite SCI
  - $15k saved on Corporate Insurance
  - Approx $100k savings in Ollie’s
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.

### Goals 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**
  - Despite the virtual school year, C&S and their executives have been working hard to continue to 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 effort serving the Carleton community

- **Got Questions? Host Coffee Dates with your CUSA Councilors**
  - To ensure a smoother transition for future councilors, elected councilors will have the opportunity to have coffee dates with current councilors current councillors -- allowing them to get their questions answered and learn what it takes to be a CUSA councilor first hand by a councilor from their respective faculty
CANCELED DUE TO COVID-19

- Can’t Fix the glitch? Make IT Solutions More Accessible for Students
  - Due to COVID-19, face to face interactions were not possible with university and provincial guidelines. Unfortunately, we had to cancel this point as it is not feasible for students to assist other students with their IT problem.

COMPLETED GOALS BEYOND THE PLATFORM

- 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.

- Made elections more accessible
  - Decreased the maximum candidates can spend
  - Created one website that will include all candidates information to reduce possible expenses for all candidates
  - Promoted elections earlier than previous years to ensure more students are aware of the upcoming elections
  - Assisted the electoral office in creating the first-ever fully-virtual CUSA Elections
VP STUDENT ISSUES

TINU AKINWANDE

The VP Student Issues is responsible for ensuring that student issues are addressed at all levels of government. The VPSI also works to create awareness about important student issues such as mental health and financial literacy.

COMPLETED

- **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 centred 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

- **Forgot Something This Morning? Free Personal Hygiene Products on Campus**
  - CUSA Comfort Kits were launched in order to provide students with free emergency personal hygiene products on the go. There were a plethora of items to choose from, such as: bluelight glasses, masks, disinfectant sprays, tampons/pads, tide-to-go pens, packs of mini tissues, portable tubs of vaseline and much more!
- **Sick Notes Suck. Expand Academic Accommodations**
  - Students now have the option of filling out their own sick notes, whether for physical health or mental health purposes, and submit it to their respective instructors. In partnership with the PMC and Carleton University, this tool is now available permanently, and can be accessed here: [https://carleton.ca/registrar/wp-content/uploads/self-declaration.pdf](https://carleton.ca/registrar/wp-content/uploads/self-declaration.pdf)

- **Getting an Appointment can be Tough - Accessible pop-up health clinics on campus**
  - Due to campus closure, on-campus health services were not feasible. In order to modify this to our current climate, flu shots were made more accessible to Carleton students with notable promotion of the importance of flu shot vaccination. The creation of a resource directory with contact information, dates and pharmacy hours was made available to specifically accommodate Carleton students.

**COMPLETED GOALS BEYOND THE PLATFORM**

- **Planning and Executing CUSA’s first Indigenous Awareness Campaign- Minwàdjiyà-n!**
  - As the person responsible for the first-ever Indigenous celebration campaign, Minwàdjiyà-n! focused on a plethora of areas that were not only educational but also celebratory of our Indigenous students, and more specifically, the Algonquin Anishinaabe land on which our campus is situated. Focusing on topics such as the #ReDRESS project, Indigenous Businesses, the Policing of Indigenous movements, Land claims/land reform, and hosting Autumn Peltier as our closing keynote speaker, Minwàdjiyà-n! was both a step towards reconciliation with, and an ode to, our Indigenous students.

- **Assisted in the creation and construction of mandatory Anti-Oppression modules tailored to CUSA staff, volunteers, and Executive members**
  - Each module was created to provide a thorough examination and adequate scope of experiences that particularly affect marginalized and racialized peoples. Formulated to reflect the diverse experiences of students, staff and community members, a wide array of topics were covered, such as power & privilege, racism, microaggressions, allyship, settler colonialism, 2SLGBTQ+ experiences, ableism/disability justice, islamophobia, and axes of intersectionality.

- **Was an active member of the EDI Action Plan with contributions that added to the advancement human rights and EDI in Carleton**
  - The EDI Action Plan aims to “outline ways to re-imagine curricular and pedagogical practices, and commits to further enhancing student supports, research infrastructure, leadership development for academic and non-academic staff, organizational culture and more.” - As taken from the EDI Action Plan webpage

- **#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 where various forms of oppressions and marginalized groups were spotlighted. A range of topics were addressed, such as islamophobia, anti-black racism, anti-asian racism, white-settler colonialism and its effects on Indigenous people, and more.
  - A notable figures campaign was run in parallel, recognizing prominent representatives of these marginalized groups for their noteworthy contributions

• **Hosted a community check in, in reference to the #BlackLivesMatter protests that had major traumatic effects for our 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, #CongolsBleeding, #EndSWAT
  - Co-created a video with Nigerian students and RRRA about SARS and police brutality in Nigeria

• **IGTV Series on Mental Health and Wellness - Pop The Stigma**

• **Created the first-ever Virtual Art Exhibition to highlight the work of survivors of sexual violence**
  - Prevention of gender-based violence and sexual violence is important. However, it is also imperative that we commemorate and support our survivors through many avenues. A virtual art exhibition was curated by the VPSI which illustrated the artistry of survivors of sexual violence. The exhibition garnered over 1000+ clicks from various locations around the world.

• **Promoted flu-shots in place of pop-clinics**
  - Created a resource directory with contact information, dates and times of pharmacies that were able to accommodate students

• **Executed a mental health discussion with NFL player Brennan Scarlett for the Pop the Stigma Campaign**
  - As part of our Pop the Stigma campaign, I had NFL player Brennan Scarlett come chat with us about the nuances of mental health within the Black community. Furthermore, there was a specific focus on mental health and its impact on men due to hyper/toxic masculinities.

• **Raised awareness on Seasonal Affective Disorder**
  - S.A.D is commonly experienced by students from the late fall/early spring; it was important to highlight the impact it has on students and on their academic performance

• **Let’s Talk Day**
  - Created 2 special video’s highlighting suicide prevention, and its effects on those who are grieving their loved ones. The first video encompassed tips and tricks in dealing with someone (or yourself) who may be experiencing suicidal ideations, while the second video focused on a the perspective of dealing with someone you know who committed suicide, a stream that is not often discussed.

• **Study Snacks revamped**
  - In order to revamp spirits and still uphold our Study Snacks tradition, the campaign was revamped to help students internalize great mental health practices and study tips, while also providing motivation through different avenues of entertainment
VP COMMUNITY ENGAGEMENT

MORGAN MCKEEN

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

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 14 students throughout the school year
  - 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

- **Kijiji for Carleton - A CUSA Managed Marketplace**
  - Providing a more reliable (virtual) space exclusive to Carleton students
  - The Facebook group includes guidelines and recommendations on how to buy-and-sell safely through COVID
  - Within the first few days of its launch, the group included over 250 students
COMPLETED GOALS BEYOND THE PLATFORM

• Assisted CUSA Service Centres in transitioning to supporting students virtually
  • Offered virtual programming support and development
  • Partnered on various events such as ‘New Goals, New Me’ with the Womxn’s Centre, ‘International Food Month’ campaign with the Food Centre and ‘Discussing Love Languages’ with the Wellness Centre

• Capital Collective
  • Successfully launched three collections
  • Profits go towards the Hardship Fund

• Cook with Me for Lunar New Year
  • In collaboration with the CUSA Food Centre, the mini-series of cooking tutorials for traditional Chinese recipes shared culture and traditions with the Carleton community
  • Students could sign up to receive a basket of ingredients for one of the recipes
  • The Food Centre co-hosted a Q&A session on Zoom to discuss the cultural significance of the dishes
  • 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
  • Gained nearly 1000 followers in 11 months

• Entrepreneurship 101: BIPOC Business Owners
  • In collaboration with R.I.S.E for Financial Literacy Month
  • The panel discussion featured three BIPOC business owners on different parts of their entrepreneurial journey

• SOAR Leadership Conference - Education Session
  • Presented alongside VPSL, Osman Elmi, to discuss “Student Leadership Through the Digital Age”
  • The session covered the challenges that student leaders faced adapting to virtual programming, maintaining community engagement and sharing best practices

• Standing Against Anti-Asian Hate
  • Brought together a collective of Asian Carleton students to create a moving photo collage to raise awareness and combat the rise of racism affecting the Asian community in North America
  • Paired with an infographic outlining ‘How to be an Ally to your Asian Peers’
  • A document of mental health and educational resources for Asian folks and allies

• 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

• Virtual Speed Mingling with RRRA
  • Partnered on two events throughout the Winter semester
  • The events served as an opportunity for students to meet new people, over 50 student attendees
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 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 Centres, and different student organizations
- **Uber Everywhere. Discounts and Incentives for Students During Busy Periods**
  - Provided students with UberEats gift cards during high-stress times, like exams
  - 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
- **We all love Free Trials. Let’s Have More of That**
  - Due to COVID-19, this point was pivoted, working with clubs during our FROST Week to host a day full of exciting new activities. Students were able to try new activities such as International Dance Lessons, Board Games, and many other amazing and fun events.
• 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
  • Partnered with the Wellness Centre to offer support for students affected by COVID-19 and isolation
  • Ensured a casual setting for students to relax and feel comfortable
• #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