Year End Report
2019/20

Overall Completed 86.7% (39/45)
As we complete our term, we are faced with the bittersweet ending of our time together. It is tough to walk away from what has become a family to us, but also fulfilling to see all the growth CUSA has achieved during the past year. Having the opportunity to be your student representatives for the 19/20 academic year has been a true blessing, and we will ever remain grateful.

Having elected us as your executive team meant that you trusted our judgment and proposals. You believed in us and allowed us to represent you in order to enrich your student experience at Carleton. Knowing we have this kind of support and trust from students is what motivated us to work harder every day, and to give our events, campaigns, clubs, and services all we had. At the end of the day what really made us happy, more than seeing our promises become a reality was to see how these initiatives had a positive effect in your life, and how you benefited from it.

With your support, we overcame the challenges of the student choice initiative, and used it as an opportunity to rebuild our association.

Congratulations to all of you for finishing another academic year at Carleton. Congratulations to those who are graduating, even though convocation has been postponed! And the best of luck to the rest of the student body! May all your goals, aspirations, and dreams become a reality Ravens!

Sincerely,

Your CUSA Executive 2019-2020
Students should be heard. Creative ways to get student feedback - Completed
Launched the “Ollie’s Breakfast Club” initiative which provided students with a relaxed environment to meet and discuss with executives, as well as provide feedback to CUSA. The first Ollie’s Breakfast Club was hosted in October with an attendance of about 60 students. These meetings were to be held at least once every semester, it did not hold for the Winter term due to a move to online programming. Besides the Ollie’s Breakfast club initiative, we actively advertised surveys for student feedback, through the CUSA website and social media platforms, with various rewarding incentives. The midterm report was also provided in a video format.

Being involved matters. Let’s reward extracurriculars with University credits - Completed
Met with the Career Services office to advocate for the expansion of the international internship program and helped promote it to students. This program provides students with an opportunity to gain international work experience and earn academic credits.

Students are broke. Let’s create CUSA jobs under each executive - Completed
Initiated a new students job program within CUSA by hiring Project Leads for the fall semester. Students were given the opportunity to participate in the Marketing or Research stream of the program. They worked hand in hand with CUSA Executives to conduct student research, create solutions for student issues, and implement quality student life programming.

Bring cashback. Let’s remove outdated fees for money back in your pocket - Completed
Took proactive measures to ensure students were engaged and well informed on the Student’s Choice Initiative - a provincial initiative that made the majority of non-tuition fees optional. CUSA provided students with a transparent breakdown of ancillary fees including those collected on behalf of other external organizations. This was also promoted through the mystudentfees.ca website.
Create Multi-year Strategic Initiatives - Completed
Prepared and released a new strategic plan to guide CUSA’s affairs. This document was made presented to CUSA Council and available to students at large for viewing. The strategic plan is intended to enable CUSA to grow significantly over the next 4 years (2019 - 2023). The main objectives include putting students first, enhancing each students’ University experience, and fostering profitable CUSA businesses.

Internal Departmental Upgrades - Completed
Relocated and renovated spaces such as the Clubs & Societies office, Communications office, and the external Boardroom. The front desk of the main office was also upgraded to create a more conducive atmosphere for students. There was also a reorganization of some staffing roles.

Reassess Executive Structure - Completed
Thoroughly reviewed the CUSA executive roles which led to some role changes. The position of the Vice President Student Services was restructured and renamed Vice President Community Engagement. This new role is more outward-facing and involves fostering and managing relationships with stakeholders, Carleton alumni, and the Ottawa community. It will increase efforts at securing partnerships and sponsorships to help Carleton students succeed.

Executive Outreach - Completed
Implemented Executive outreach initiatives such as regular tabling in the University Center and Tory Junction, and class talks in which executives collaborated with professors to make short presentations in classrooms. Improved social media engagement with students through the use of personal executive Instagram accounts, and consistent engagement with CUSA’s Communications office which introduced giveaways, bingos, and surveys.

Parking tickets suck. Let’s make parking on campus more affordable - Incomplete
Unfortunately, the University increased the parking rates right before our CUSA term began, however, we still reached out to the department of parking services to discuss the reduction of parking rates. Upon research, we discovered that Carleton University actually has one of the lowest parking rates among campuses nationwide. Nonetheless, we identified other opportunities to provide students with accessible parking such as ridesharing and sharing parking spaces. CUSA will be exploring a ridesharing program to make commuting to and from campus more affordable for students.
Jacob Howell  
VP Finance

3/5 Goals Completed

The Vice President 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 collective agreements with CUSA employees.

Ottawa transit is expensive. Opt-in Summer U pass, without any classes - In progress
Actively still searching for affordable U-Pass options so students are able to get around during the summertime, to be continued into 2020/21.

From Pub to Hub. Light up Oliver’s with a fresh renovation - now known as Ollie’s, a student hub - Completed
Renamed and renovated this student space. The space has a more modern layout with brighter layouts making it inviting for students during the day, much more like a student hub than a pub.

A Greener CUSA: Move towards sustainability in our Businesses - Completed
Eliminated plastic straws from CUSA businesses and introduced compostable multi-use containers into CUSA businesses.

No time to wait in line? Let’s create Roosters-To-Go ordering - Completed
Implemented a new online ordering service called Roosters-to-go, making it easy for students to order food from anywhere on campus and skip the long lines at Roosters.

Explore Ottawa. Let’s offer exclusive deals on Ottawa nightlife and more - In progress
Actively searching for partners interested in providing students with exclusive deals and discounts to benefit student social life, to be continued in 2020/21.
The Vice President Internal makes decisions about the internal operations of the Association, including CUSA Council and the main office. The VPI is also responsible for all issues related to Clubs and societies.

Big projects need big bucks. Create funding for capstone and research projects - Completed
This project gave opportunities to final year students to fund and complete their HRE, Capstone or research project relieving them from financial burdens. Final year students submitted their budget and funds were allocated to them accordingly. It was a responsive project, students from different faculties applied.

Space is tight on campus. It’s time for a Student Hub in Tory Junction - Alternative: The Wing
Actively brainstorming on ideas to redesign the CUSA space in ‘The Wing’.

New clubs need cash: More money to help new clubs grow - Completed
Start up funds are provided to Clubs and Societies, this incentive provides an opportunity for new clubs to be formulated. During the fall and winter semester, clubs were welcome to apply for club funding. This project encouraged students to get financial support for business cards, merchandise, posters, banners and more.

Sometimes we forget. Let’s create a school supply library that always has your back - Completed
A student supply library was established in the CUSA office. Where students were welcome to borrow laptop chargers for a variety of laptops, iPhone chargers, Samsung chargers, calculators, lab coats and goggles. This opportunity gave students a backup plan and a way to save.

Go Local! Increase and fostered community partnerships for Clubs & Societies - Completed
The goal was to better provide the clubs with services that were highly demanded such as DJ’s, photographers, and a venue for their events. CUSA partnered with off campus local DJ’s, photographers, and events venues to provide these services to the clubs at a discounted rate.

Introducing Arabian Night! A night consisting of Arabian snacks, music and dance - Completed
A new cultural experience for Arab students at Carleton University. The feedback and engagement was great, as students appreciated that it was hosted at Ollie’s and wanted to attend more events like this.

Change CUSA locks to codes in bookable storage spaces - Completed
Dependable storage accessible to Clubs & Societies. The storage is located at the First and Third floor of the University Centre where students can easily access CUSA Tabling Space.
The Vice President Student Issues is responsible for ensuring that student issues are addressed at all levels of government. The VPSI also develops awareness campaigns about important student issues such as mental health and financial literacy.

Expanded awareness and students’ access to mental health support programs - Completed
Expanded mental health awareness on campus by continuously carrying the conversation throughout month-long campaigns, as well as mass promoting ‘EmpowerMe,’ a 24/7 free program for Carleton students, with its own online campaign. The EmpowerMe campaign spread information about the program’s components, such as financial education, nutrition guidance, life coaching and more - all components to alleviate stress and anxiety in students’ lives.

School supplies are expensive. Let’s advocate for more free online textbooks - Completed
Surveyed about 100+ students on their use of physical textbooks vs online material to gather qualitative information. With the help of the CUSA Research Project Team, we formulated a document including analyzed data from the survey, benefits on online textbook use and information on OER. This document can now be used by future VPSI’s to continue advocating for more online components in course descriptions as well as tangible information for Deans and Professors. This is an effort to reduce the financial burden on textbook purchases and also to create a more sustainable way of studying on our campus.

Student votes matter. #GetOutTheVote and #CUAtThePolls for the 2019 Federal Election - Completed
Created a communications and marketing strategy to educate students about how to register, when to vote, and where to vote. Sissi also organized an all-candidates debate between electoral candidates for the Ottawa-Centre riding to offer students a meaningful educational platform to learn about the different parties and policy promises. Sissi worked with Elections Canada and the OVPSE office to ensure polling stations were ready and available on campus for students’ convenience.

Students helping students. Peer-to-peer tutoring program so we all succeed together - Completed
Worked on a peer-to-peer tutoring program with Nimbus where students can support each other academically. It is like an online dating app but for academic purposes. Students who wish to become tutors have to sign up, be interviewed and approved based on their interpersonal skills and academic grade per course. Students seeking help, have to create a profile and indicate which course they need assistance with. A soft launch will be introduced in the Summer 2020 term.
Lobby the University on academic issues that affect you - Completed
Advocated for early release of exam schedules for the Fall 2019 term so students can plan their holiday break accordingly and have extra time to find affordable transportation means. Worked on improving accessibility to doctor’s notes or forms to self-assess for assignment deferrals. Advocated for inclusion of mental health components on syllabus. Advocated for more comfortable chairs during final exams to reduce physical stress during finals.

Expand campaigns to month-long, to increase visibility, awareness and impact on campus - Completed
From BeFOREPLAYask to Pop the Stigma to Financial Literacy, Substance Use and Sustainability Awareness, each campaign was extended to last a month instead of a week. Expanding the length of the campaigns increased their impact on campus since topics were visible for longer and theme conversations were continuous. Students were responsive and constantly involved by either volunteering and/or participating in campaign activities.

Solidified CUSA partnerships and sponsorships for VPSI campaigns and projects - Completed
Successfully partnered with sponsors and stakeholders to build impactful programming for campaigns and projects; such as, the study snacks program during the Fall 2019 exam period. Some examples include: Scotiabank sponsored the whole month of November, Financial Literacy Month, to better provide financial assistance to students. The 3Skills partnership allowed us to support future graduates and help international students find jobs. And RBC provided massage chairs during study snacks to enhance the impact of the program.

Innovative new material promotions for projects and campaigns - Completed
Innovative promotional materials allowed us to elevate the impact and outreach of campaigns and projects. Newly introduced stickers for each campaign increased promotion and student outreach as people had them on their laptops, water bottles and other surfaces - increasing brand awareness. Redesigned campaign shirts to fit the new CUSA brand and the new campaigns’ approach. There was also a bigger emphasis on CUSA’s social media strategy to promote the on/offline events. Finally, introduction of new eco-friendly materials such as the green CUSA utensils for sale in businesses to increase sustainability practices on campus.

Increase hours for 1-on-1s with students - Completed
Allocated more office hours time to hear students’ concerns and/or ideas. Students were welcome to stop by or make appointments with Sissi if they needed any kind of support, were seeking assistance, wanted to get involved, had advocacy ideas, had ideas for campaigns and more.

Enhanced the study snacks program - Completed
‘12 days of study snacks’ was introduced to provide different food options each evening. The addition of sponsors, local vendor partnerships and massage chairs helped enhance the program as we provided a wider variety of food options (cultural, dietary inclusive). Also included mental health tips in each snack bag to better support our students in times of stress. And finally, created a soothing environment during study snacks by playing music and personally talking with students.
George Owusu-Mesah
VP Student Services

6/8 Goals Completed

Truth and Reconciliation. Increase CUSA Indigenization initiatives - In progress
The project entailed enhancing the university experience of the Indigenous students on campus. An Indigenous committee/council was struck at CUSA council, the committee was set up in a way where the coordinator of the Mawandoseg service center would chair the committee. The aim of this committee is to research into the ways CUSA can enhance the university experience of Indigenous students on campus.

Start-ups are the future: Let’s expand entrepreneurship opportunities through Hatch - Completed
Organized an event in partnership with Hatch, called “An Intro to Entrepreneurship Night”. Invited Carleton Alumni who had successful businesses to inspire students and show the capabilities and steps to take in becoming an entrepreneur in this day and age. This in turn created more mentorship opportunities for students and gave students more access to the resources needed to become their own boss.

More than just students: Learn real world skills through our service centres - Completed
Throughout the different events organized by the service centres we integrated activities tailored to provide students with skills that they don't learn in the classroom. Events like Pitch Night, Black Girl Hair Education, financial planning workshops are notable instances of these skills.

From sea to sea. Let’s offer Canadian Tour programming for international students - Cancelled
The Canadian Tour program was a program designed as a 3 day getaway trip to Quebec for students. The CTP if successful would have become an annual program where both domestic and international students get to see the most beautiful parts of Canada.

Need to take a course for work? We’ll subsidize training and certifications to help you succeed - Completed
For this Project, George purchased online certifications that were essential for students to apply for jobs and subsidized the price by half or fully. Some of the certifications subsidized for students were: Smart Serve Certification, 3Skills Online Bootcamp, and First Aid Training.
**Revamp Service Centre Training - Completed**
Worked together with the Student Services manager to provide more meaningful training to better the skills of the newly hired coordinators. The service centre training was revamped to help coordinators get a clear picture of how their day to day activities would look like on the job as well as ensure a healthy working relationship between the coordinators.

**Afro Fusion Thirsty Thursdays - Completed**
A unique Thirsty Thursday experience comprising different music genres inclusive to most minority student groups on campus. The event will be hosted annually at Ollie’s.

**Amalgamation of REC Hall and the International Students Centre - Completed**
This year we amalgamated both the REC Hall and the ISC for a new service centre. The space is now known as RISE Centre, Racialized and International Student Experience. A safe space that celebrates Carleton’s racialized and international students through event programming, peer support and fostering dialogue.
Jamie Laxton
VP Student Life

The Vice President Student Life is responsible for organizing events to enrich your student experience. This includes discount concert tickets, CUSA business programming, and CUSA’s fall orientation events.

Bring Pedro Home. Uphold Student Life traditions like Panda and Capital Hoops - Completed

PANDA - Worked collaboratively with the CUSA communication office and other CU departments on creating a pre-panda game campaign. To ensure that Panda could continue as a tradition at Carleton, CUSA took on the CU Be a Good Neighbour pre-game door knocking blitz. Students and faculty took to the streets knocking on 5000 doors in Old Ottawa South and the Glebe and talking to residents about the game and how they will seek to be neighbourly and make it a great experience for the community and the universities. We also connected with students and reminded them of responsible choices and actions they could take through social media campaigns and incentives. Working with the CUSA communications team a Panda Swag Package was introduced. These packages were intended to be more accessible as well as expand on the variety of swag offered for Panda games.

CAMPUS KICKOFF - This year we wanted to start off bigger and better than ever, that’s why we brought back our traditional CUSA event, Campus Kickoff. This year’s Campus Kickoff was different from most due venue availability, however, it allowed us to partner with a variety of local vendors.

FROSH - This year we tried to be more involved with Frosh Programming by introducing some inclusive and unique events such as Drake Night, A Night of Video Games in UC, Glow Yoga with Athletics and a Drag Night in our campus pub, Ollie’s. We also tried to ensure Frosh facilitators felt more supported by CUSA executives. This initiative not only meant being present during the Frosh week by attending events and offering facilitators goods such as popsicles and coffee, but also being involved in discussion behind the scenes in various supporting meetings throughout the year. We have identified the need to diversify our Frosh programming and are working with SEO to establish an advisory council. This council will serve to provide CUSA and the SEO with advice on how we can continuously work to make Frosh more inclusive and representative of our diverse population at Carleton.

THIRSTY THURSDAYS - Thirsty Thursdays are a headline event for our campus pub, Ollie’s. This year we worked to ensure that not only was this tradition upheld, but that our Thursday nights would suit a variety of audiences. Through collaborations with Clubs and Societies and Ollie’s management, we were able to keep up the hype on this weekly tradition.
Need help moving out? Let’s create a housing week to assist - Completed
Housing Week was an initiative aimed at helping students transferring to off-campus living. Though some events were held at the beginning of March we have learned that students are planning and looking for assistance a lot earlier. Through discussions within council, with other students and stakeholders on campus we are more prepared to serve students with their moving out needs.

New Year, New You? Refresher week to warm up the winter semester - Completed
This year we hosted our first ever Refresher Week. Refresher Week was an initiative that aimed to help incoming and returning students with their transitions to second semester. We were able to host events such as a Paint Night with RRRA, an Afro-Fusion Live Music Night with local student artists, a Sex Toy Bingo, free bus trip to Ikea, program expo with a variety of Carleton Academic departments, a CUSA services expo and Bachelor Mondays. While we’re excited with the completion of our first ever Refresher Week, we have also taken into account the areas in which this event could grow. Through this initiative we have learned that students are looking for ways to get involved, expand their resume and meet new folks. With the information we collected in mind, we hope to bring more services and events that students will look forward to in the future.

Unique and Inclusive Social Events and Opportunities - Completed
This year we wanted to offer a variety of events to Carleton students. Carleton is home to a diverse population, and we wanted these events to reflect this. By partnering with Clubs and Societies on campus we were able to reach these different student groups with events better catered to them. We hosted diverse programming such as our Refresher Week, Frosh Week and Sustainability Month and a variety of events like Sex Toy Bingo, Drag Shows, Random Acts of Green, Sustainability Workshops, Paint Night, Free Massages and Live Afro-Music Night with local student artists. Our Ollie’s team and Jamie also worked to partner every Thirsty Thursday to bring a variety of themes and music such as Emo Night, Country Night, EDM Night and Afro-fusion. In light of the Student Choice Initiative, by partnering with clubs of these extra nights we were able to provide extra funding through door sale covers. We hope to continue to provide a variety of events that all students at Carleton can enjoy and are thankful for the clubs and societies that we have partnered with this year that have made them as successful as they could be.

Thinking about your future? Let’s build connections that exceed the classroom - Completed
This year we were able to highlight some student entrepreneurs by providing space at The Wing for business pop-ups. We were also able to highlight and connect students to resources within a variety of departments at our Refresher Week Program Expo. During the second semester we hosted a variety of collaborative workshops, unfortunately having to cancel some plans due to Covid-19 that we hope to host in the future. Through partnership with the Vice President of Student Issues, CUSA’s Sustainability Council and a variety of CUSA clubs we were able to host the beginning of Sustainability Month at Carleton. This initiative held events that connected students to resources and other like-minded individuals within the field of Sustainability. We were also able to establish partnerships to assist with initiatives to ease stress during tense academic periods such as Ride for Less, CAB Cafe, and Free Massages. Recently we have updated the options available under CUSA within the CCR portal so that students can be recognized for their assistance to campaigns and initiatives throughout the year. We understand students want more when it comes to assistance making connections beyond the classroom and hope to develop more events that can do so in the future.

Pride Crosswalk - Completed
Like many other universities we understand that representation of our diverse community on campus is important. This past summer we worked to advocate for a crosswalk that promoted inclusivity on our campus. Through consultation from our coordinators at the GSRC as well as other folks within the queer community, we were able to ensure this Rainbow Crosswalk was implemented to the standards of the community. We were able to host Mayor Jim Watson, and University President Benoît-Antoine Bacon and Vice President Suzanne Blanchard to the unveiling of the crosswalk on campus. We were also excited to host members from the Ottawa Dyke March initiative to dedicate the raising of the pride flag to their initiative.