

Students' Union Student Market Research Team Terms of Reference

Mission:

Aid the Students' Union in its effort to ensure that its business operations are meeting the needs of its membership.

To work with the Students' Union senior management to conduct market research and gain insight into the student market and consumers, and to use this information to improve business practices and services to better meet the needs of the students.

Mandate:

Measure: Measure market factors that senior management is interested in knowing, or that the group feels is relevant to the business

Analyze: Analyze the data collected and identify gaps in services offered by the business

Propose: Propose ideas and solutions to address identified gaps

Membership:

Membership of the Committee shall include:

1. The Vice-President Operations and Finance, who will be the chair
2. The General Manager of the Students' Union
3. Up to eight (8) Students-at-large
 - a. Undergraduate students will be selected via an application process that will be designed and administered by the other members of the committee on a yearly basis or as vacancies occur
 - b. The committee shall seek out individuals who have a strong interest in business operations or marketing and communication.
4. Managers whose business/services are participating in the program.

Meetings:

Meetings will occur in schedule developed by the chair and will have no quorum requirements. Decisions will be made by consensus.

Chair:

The Chair shall be responsible for the following:

1. Producing and distributing materials before and after the meeting.
2. Facilitating the committee's ability to achieve its mandate
3. Liaising between the Managers, General Manager, and Students' Union Executive Committee.