

STUDENTS' COUNCIL LATE ADDITIONS

Tuesday, January 25, 2011
Council Chambers 2-1 University Hall

LATE ADDITIONS (SC 2010-20)

2010-20/1 SPEAKER'S BUSINESS

2010-20/1b The nomination package deadline for the Executive and Board of Governors elections has been extended February 18th.

2010-20/2 PRESENTATIONS

2010-20/3 EXECUTIVE COMMITTEE REPORT

2010-20/4 BOARD AND COMMITTEE REPORTS

2010-20/5 QUESTION PERIOD

2010-20/5a In response to 2010-20/5a

Please see documents LA 2010-20.01

2010-20/6 BOARD AND COMMITTEE BUSINESS

2010-20/6a MURPHY/HUYNH MOVE THAT upon the recommendation of the Policy Committee, Students' Council approve Bill (?), that Students' Council adopt the Political Policy, Mandatory Non-Instructional Fees, in first reading based on the following principles:

1. that the Students' Union advocates that students maintain representation on any body directing the general affairs and mandate of a service for which a fee is to fund;
2. that the Students' Union advocate that any service funded by a fee exhibit full budgetary disclosure to undergraduate students; and
3. that the Students' Union lobby for a provincial regulation on Mandatory Non-Instructional Fees such that:
 - a. there is clear identification of which fees are non-instructional and thus outside the framework established in the *Public Post-Secondary Institutions' Tuition Fees Regulation*;
 - b. new fees are required to explicitly articulate the reason for the fee, the duration of the fee, and the year-to-year price inflator (e.g. Consumer Price Index) or increase schedule; and
 - c. proposed new fees and increases for existing fees beyond their established price inflator be approved by a referendum of the students to whom the proposed fee would apply.

4. that this policy expire on April 30th, 2014

Please see documents LA 2010-20.02

2010-20/7

GENERAL ORDERS

2010-20/8

INFORMATION ITEMS

2010-20/8g

ESS FAMF Proposal

Please see documents LA 2010-20.03

2010-20/8h

Rory Tighe, VP Student Life-Report

Please see documents LA 2010-20.04

2010-20/8i

Zach Fentiman, VP Operations and Finance-Report

Please see documents LA 2010-20.05

2010-20/8j

James Eastham, VP Academic-Report

Please see documents LA 2010-20.06

2010-20/8k

Nick Dehod, President-Report

Please see documents LA 2010-20.07

SUTV Business Plan

October 2010

Prepared by Nigel Brachi
Senior Manager,
Marketing & Communications
and by
Craig Turner & Jeff Woodcroft

Final Draft

1 Overview

The introduction of SUTV as a communication tool for the Students' Union will give SU services and businesses an excellent new way to promote their operations. The immediacy of the medium, together with its relative ubiquity in the SUB, provides a unique way to advertise specific events and promotions, and to maintain awareness. SUTV can also offer the same benefits to campus organizations outside the SU, and to organizations beyond the university.

At launch the service was free and the main content zone was used mainly for SU-centric messages. As a much wider advertising medium, SUTV has the potential to become a good revenue stream for the SU. But advertising on SUTV also has the potential to cannibalize existing revenue streams, and there is also the issue of how much commercial advertising can reasonably be included on the network.

This paper examines this opportunity in terms of its potential benefits and pitfalls, and makes some specific recommendations. Some background information about the SUTV network is provided in the appendix.

2 How much advertising?

A key consideration is how much advertising we allow (or how much commercial marketing students are exposed to) on SUTV. In order to properly understand that, we need to know what constitutes an advert in SUTV terms.

- At one end of the scale are advertisements for businesses outside the university. These are clearly commercials that will add to the advertising "load" of SUTV; a certain tolerance can be expected given the need for advertising revenue.
- At the other end of the scale are adverts for SU services and businesses. Even if they are promoting "specials" of one sort or another, they will likely be seen more as part of the SU's services and less as advertising, and should be well tolerated.
- It seems reasonable to suggest that adverts for governments, charities and other agencies are viewed quite neutrally, and will be well tolerated.
- Adverts for non-SU organizations on campus probably have a high level of acceptance, though if they are seen as being for a third-party business, tolerance would be lower, and they would contribute to the advertising load.
- Adverts from sponsors (identified as such) would have a reasonable level of acceptance but will add to the load as well.

There are all sorts of statistics around about how much advertising we are all exposed to every day, ranging from the purely apocryphal to the totally outrageous. Terry O'Reilly, in *The Age of Persuasion*, makes the point that whatever the number is (he says that 600 per day seems like a probable number to him), the real issue is that adverts are difficult to avoid. Our challenge is to make sure that we do not add to the load unreasonably.

3 Advertising on SUTV

SUTV can be seen primarily as a way for the SU to get information out to students. Fulfilling that mandate, however, will not require full time use of the SUTV: using the network as an advertising medium should keep people watching the screens, and also generate revenue, so it comes down to a question of how to make the best use of the hardware.

There are three primary clients or "markets" for SUTV advertising.

- The **SU Market** consists of SU Services and Businesses. SU businesses have typical marketing and promotional needs that relate to general awareness and to specific, time-sensitive activities. The services are more likely to advertise the service itself, either for informational purposes, or to remind students of dates or deadlines.
- The **University Market** is any entity within the larger university but outside the SU, ranging from the purely academic (e.g. news of special lectures) to the purely commercial (the U of A Bookstore could advertise specials on SUTV). Student groups would be part of this market.
- The third market is the **Non-University Market** and is primarily commercial, although governments, charities and other agencies are also potential advertisers.
- The **Sponsor Market** is worth noting because we can promote SUTV as a new benefit of the Platinum Sponsorship program, and possibly as a component of other sponsored events. We can thank sponsors on SUTV, for example, and also give them a discount off the regular commercial price (cf. the Gateway discount).

This is shown in a more structured manner in Table 1. Possible rates are discussed in Section (see Tables 3 and 4).

	Advertiser	Type of advert	Charge? (Y/N) *	Comment
1	SU Services & Businesses	All	Yes	<ul style="list-style-type: none"> ▪ Primary objective is to get information to students so that they know about services such as Safewalk, and see SU businesses as a viable alternative to competing businesses on or off campus.
2	University	Non-commercial	Yes	<ul style="list-style-type: none"> ▪ If a UofA organization wants to promote a service that is of direct benefit to students, then we should charge a lower rate; we will need to be very clear of what is considered “general interest” (see below). Most student groups are in this category.
		Commercial	Yes	<ul style="list-style-type: none"> ▪ In contrast, advertising Parking Services’ “Connect” service (provided by Hertz) while designed for students, is primarily commercial. Some student group activities (e.g. Ski Club trips) will be in this category.
		General Interest	No	<ul style="list-style-type: none"> ▪ The General Interest category would include purely informational slides such as the one recently highlighting the deadline for paying tuition.
3	Sponsor	Commercial	Yes	<ul style="list-style-type: none"> ▪ We will use SUTV to thank sponsors during (and right after) an event at no charge (and sell it as a bonus), but some sponsors may want to buy space on SUTV separately. We could encourage this by offering them a discount off the commercial rate; we would also identify ads from sponsors with a line of text “Company X is a sponsor of...” etc.
4	External	Non-commercial	Yes	<ul style="list-style-type: none"> ▪ Non-commercial external organizations include governments, and similar agencies; the City of Edmonton, for example, might want to advertise an upcoming election. Charities would likely be covered here or under the <i>pro bono</i> “rate”.
		Commercial	Yes	<ul style="list-style-type: none"> ▪ External businesses and organizations that want to market to students should pay the maximum rate whether their service is student-centric or not, thus a local bookstore advertising steep discounts to students is treated the same as a Whyte Avenue bar advertising extended happy hours (i.e. not too granular...)
		<i>Pro Bono</i>	No	<ul style="list-style-type: none"> ▪ While giving the SU the right to choose which charities etc. can advertise on SUTV, a limited number of slides should be devoted to <i>pro bono</i> work. Not only is it the right thing to do, it is also a good selling point for the media kit.

4 Two key issues

Assuming we can manage the “load” concerns, then two related issues need to be discussed. The first issue is pricing, the second, how to structure the program so that it generates *additional* revenue, rather than moving money from existing revenue streams. In an effort to get a handle on this, we posed - and then answered - 10 questions on the subject, in a meeting between Jeff, Craig and myself. As indicated earlier, these are murky waters, but we did manage to reach a consensus:

- Judging how current sponsors (and key Handbook advertisers) will react to SUTV is difficult, so we will approach them directly for feedback. We anticipate that most of them will view sponsorship and advertising as separate media for their promotional dollars and will see SUTV as an extra opportunity, rather than a competing one.
- Priced right, SUTV is exactly the kind of medium that will appeal to businesses that find even a page in the Handbook too expensive.
- Depending on the client, we can market SUTV as a stand-alone product and as one sold with other media; so buying time on SUTV could also get a Handbook banner ad, and key sponsors could get an SUTV equivalent of their Gateway pricing.
- We will charge the SU for SUTV airtime to ensure it has perceived value. Regulating the airtime available for SU businesses and services should minimize migration away from Handbook advertising, and we can provide incentives, e.g. by not charging for airtime during the first two weeks of the school year.
- SUTV will have to be marketed properly, whatever targets we set for it. So having a specific media kit for SUTV (as well as integrating it into other programs) will be important. It is also time that we did some promotional marketing for the SU’s advertising programs on the SU website.

5 Charging for Airtime

We have approached the issue of pricing from a variety of angles:

- We will charge on a sliding scale, so that internal, non-commercial clients will pay less than external commercial businesses. The scale includes:
 - SU Departments
 - Non-commercial and “commercial” University Departments
 - Sponsors
 - Non-commercial and commercial External Organizations
- We will set the price for a purely commercial client and express all other pricing levels as a percentage. This allows us to examine different scenarios very quickly.
- We will provide 14% of the airtime at no charge; one half will *pro bono* airtime for charitable organizations, the other reserved for “general interest” announcements, as determined by the SU.

With the above points in mind, the following table shows potential revenue at a specific price point (as well as a number of other metrics) and can form the basis of a more detailed discussion.

Length of each slide	15 secs
Total Number of slides	75
Length of slide show	15 mins
Hours per day	18
Loops per day	72
Loops per week	504
No. of displays	12
Views per week	6048

Base (index) fee per slide per week	\$ 90
Max revenue per week	\$ 2,375
Average procurement rate	80%
Average revenue per week	\$ 1,900
Average revenue per term	\$ 34,700

Organization	# of slides	Rate	Revenue
Students' Union	25	0.1	\$ 225
University non-commercial	10	0.2	\$ 180
University "commercial"	5	0.5	\$ 225
Sponsors	10	0.7	\$ 630
External non-commercial	5	0.5	\$ 225
External commercial	10	1.0	\$ 900
Pro bono & General Interest	10	0.0	0
	75		\$2,375

The price of \$90 per slide per week is somewhat arbitrary, but it does allow a lot of flexibility when we index the pricing for different clients. It also reflects student union pricing for similar services elsewhere. For example, a number of UK SUs charge a flat rate of £50 per week. We are continuing to investigate equivalent rates in Canada.

We have prepared a spreadsheet (available on request) that allows interested parties to examine a wide range of different pricing scenarios.

6 Conclusion

A couple of things were clear from the start of this project. First, there was a strong will to get the project up and running for the start of the year and second, there was always an assumption that the project would generate revenue for the Students' Union. As a result, the kind of analysis contained in this report was not done prior to SUTVs deployment.

However, it is well worth doing, because it is clear from the past few weeks that there is a great deal of interest on campus in SUTV as a medium, largely because of the central location of SUB, the number of screens and because it has been done so professionally. We will need to show the same professionalism when responding to potential clients, and a clear, rational and "reasonable" pricing scheme will be a key part of that. Once we have agreed on a final pricing structure, we will prepare a SUTV Media Kit.

Appendix

SUTV Background

SUTV debuted at the start of the 2010 school year, with 10 screens in various locations on the main level of SUB. The 46" high definition screens all show the same content and are configured so that video signals from multiple Mac computers are output throughout SUB and distributed via closed-circuit connections to each screen. Each computer uses an application called Sedna Presenter to display page content and graphical elements. All content and elements needed to drive each display are stored locally on each Mac computer, ensuring failsafe operation of the displays even if the building's computer network goes down. Updating the content is coordinated by the Students' Union's Marketing and Communications Department.

Diagram 1 shows an approximate layout of the screen content. The largest area (almost 50%) is the main content zone, which will be used for advertising of various sorts. Currently, content is delivered by a slideshow that is rendered and uploaded daily.

Secondary custom content is displayed in the bottom ticker, providing campus information that can be updated at any time. This area integrates with the University's emergency management system, and will automatically display a bright red emergency announcement in case of a campus emergency or weather warning. The two other zones – an RSS news feed, and general information across the top - are obtained directly from external sources and are updated hourly.

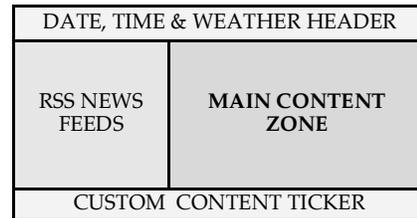
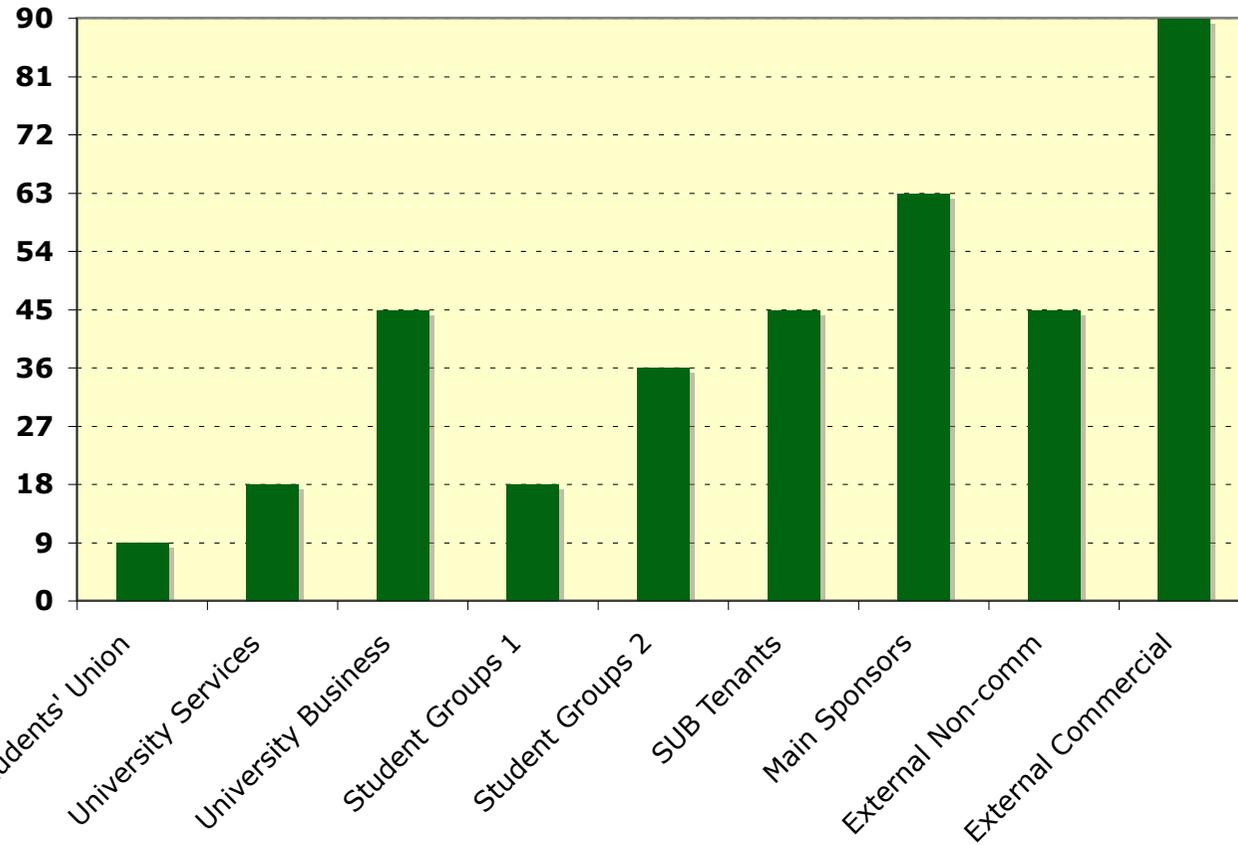


Diagram 1: Main screen elements

Students' Union
University Services
University Business
Student Groups 1
Student Groups 2
SUB Tenants
Main Sponsors
External Non-comm
External Commercial

9
18
45

SUTV Rates by Client Type



THE STUDENTS' UNION OF THE UNIVERSITY OF ALBERTA

POLITICAL POLICY STATEMENT

*Policy Number:*6

Effective Date: September 12, 2006

Page 1 *of* 2

Expiration Date: April 30, 2009

Responsibility for Policy:

University Policy Committee

Subject Matter

- *Category:*

POLITICAL POLICY (GENERAL)

- *Specific:*

Student Fees

- *Topic:*

Mandatory Non-instructional Fees

WHEREAS services for students are a major resource to create positive undergraduate experiences;

WHEREAS students bear a substantial portion of the costs of these services through mandatory non-instructional fees;

WHEREAS mandatory non-instructional fees present costs additional to tuition and other expenses associated with attending post secondary education;

WHEREAS it is in the best interest of students to have general controlling input regarding services designed to benefit them;

WHEREAS operating a service relying on fee increases is more convenient and not preferable to pursuing efficiency and economy in the service;

WHEREAS mandatory non-instructional fee increases are not regulated by any provincial statutes;

WHEREAS; the University is a public institution and is therefore committed to high standards of service, administrative effectiveness and good governance in the responsible management of financial resources¹;

WHEREAS a rise in fees in concert with the Consumer Price Index is necessary to sustain services on a year-to-year basis;

WHEREAS; a referendum of a body of students is the most accurate available measure of student opinion.

BE IT RESOLVED THAT the Students' Union advocate that students retain controlling interest on any body directing the general affairs and mandate of a service for which a fee is to fund;

¹ Office of the President, *Dare to Discover: A Vision for a Great University*, (University of Alberta, 2006), p. 4, §6-7.

BE IT FURTHER RESOLVED THAT the Students' Union advocate that any service funded by a fee exhibit full budgetary disclosure to the general undergraduate student community;

BE IT FURTHER RESOLVED THAT the Students' Union advocate that any increase in a fee funding a service beyond that dictated by the Consumer Price Index be approved only through referendum from those student bodies for whom the fee concerns.

Policy History:
Reference/Vote
Created 2006-07

Board/Committee
UPC

Date of Council Approval
September12,2006/SC06-10/5a(iv)



ENGINEERING STUDENTS' SOCIETY

Faculty Association Membership Fee
Creation Proposal 2010-2011

Engineering Students' Society
University of Alberta
E2-040H ETLC, University of Alberta
Edmonton, Alberta T6G 2V4

November 25, 2010

Students' Council
University of Alberta Students' Union
2-900 SUB, 8900 – 114th Street
Edmonton, Alberta T6G 2J7

Re: Engineering Faculty Association Membership Fee Creation

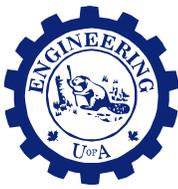
Dear Mr. Speaker,

Please accept the attached proposal and appendices as part of the Engineering Faculty Association Membership Fee Creation package to be presented at the November 30, 2010 meeting of Students' Council.

Sincerely,

A handwritten signature in blue ink that reads 'Claire Smith'. The signature is written in a cursive style and is positioned above a thin horizontal line.

Claire Smith
President 2010-2011
Engineering Students' Society



ENGINEERING STUDENTS' SOCIETY

Faculty Association Membership Fee
Creation Proposal 2010-2011

Purpose

As the Engineering Students' Society, and the Faculty Association for engineering, our mission is to promote professional awareness among engineering students by encouraging a sense of unity and integrity through the combined efforts of all engineers working together in both social and technical activities. The Faculty Association Membership Fee (FAMF) allows the Engineering Students' Society (ESS) to offer a wide range of events and services that aim to fulfil this mission.

Amount

Each full-time on-campus student in the Faculty of Engineering shall be required to pay \$4.00 per term as a FAMF. Part-time students and off-campus students pay \$0.00 per term. Visiting and Special students as defined by the University of Alberta are exempt from payment under the Bylaw.

Scope

The scope of this proposal is to create the engineering FAMF. The FAMF was originally created and implemented for the 2002-2003 year with a four year term. It was then recreated for the 2006-2007 year with an expiry in August 2010. Unfortunately the FAMF expired on August 31, 2010 without being recreated for the 2010-2011 year. This document proposes the recreation the FAMF for another four year period beginning Fall 2011.

Fee Lifetime

The Engineering FAMF will be collected starting Fall Term 2011 and will be collected until Winter Term 2015, inclusive. The expiry will occur on August 31, 2015.

Opt-Out Mechanism

The ESS will be responsible for administering the opt-out mechanism for the FAMF. Engineering students must provide written notification of their intent to opt-out of the FAMF during the term that they have paid. The ESS shall release reimbursements within one month of receiving the funds from the Registrar's Office (via the Students' Union). See Appendix I for the full Opt-Out Form.

Allocation

Table 1 outlines the proposed allocation of the FAMF .

Table 1: Proposed FAMF Allocation

Allocation	Description	Amount (per term)
Engineering Discipline Clubs	To be allocated on a per capita basis	\$1.00
Engineering Student Groups Fund	To be allocated to engineering student groups through the Engineering Student Groups Funding Committee	\$1.00



ENGINEERING STUDENTS' SOCIETY

Faculty Association Membership Fee
Creation Proposal 2010-2011

Geer Week	To the ESS to cover the costs of running Geer Week	\$0.25
Engineer's Handbook	To the ESS to cover the printing of the engineering handbooks for all students	\$0.65
Engineering Competitions and Conferences	To the ESS to cover the cost of sending students to engineering conferences and competitions	\$0.70
First Year Orientation	To the ESS to cover the cost of the First Year Orientation activities	\$0.10
Publications and Promotions	To the ESS to cover the printing of the Bridge publication	\$0.30

Financial Oversight

The ESS will require proposals from the recipients of the FAMF monies who are not the ESS. These proposals will outline the anticipated expenditures to be made with the allocated funds, further requirements for the proposals are dictated by the ESS Policy Manual. These proposals will be evaluated and approved by the FAMF Committee or the Engineering Student Groups Fund Committee as per the ESS Policy Manual sections B.2.4 and C.2.4 respectively. (Relevant sections of the Policy Manual are located in Appendix III) The ESS will also require annual reports indicating how funds received have been spent from each of the recipients (excluding the ESS). The Board of Directors of the ESS is delegated the authority to require each of the recipients to provide the Board a satisfactory accounting of their spending of the fee money and may withhold allocated funds if no such accounting is provided. The ESS will be accountable to the Students' Council with respect to financial oversight as required by Students' Union Bylaw 8200.

Consultation

Table 2 outlines the consultation process that has been undertaken to reach this proposal.

Table 2: Proof of Consultation

Date	Body	Topics
Jul 17, 2010 - ESS Executive Retreat	ESS Executive	-plan for 2010/11 year with absence of FAMF -statement of intent to create FAMF (discuss)
Sept 13, 2010 - ESS Board of Directors Meeting	ESS Board of Directors	-plan for 2010/11 year with absence of FAMF -statement of intent to create FAMF (discuss)
Sept 29, 2010 - ESS Annual General Meeting	General student body	-plan for 2010/11 year with absence of FAMF -statement of intent to create FAMF
Oct 6, 2010 - ESS Board of Directors Meeting	ESS Board of Directors	-update of proposal status and timeline
Nov 4, 2010 - ESS Board of Directors Meeting	ESS Board of Directors	-update of proposal -discussion regarding allocation of funds
Nov 18, 2010 - ESS / SU	ESS / SU VP Academic	-discussion of draft proposal
Nov 24, 2010 - Town Hall	General student body	-discussion of draft proposal
Nov 24, 2010 - ESS / SU Council	ESS / Eng Councillors	-discussion of draft proposal

Endorsement

A letter of endorsement signed by the ESS Board of Directors is attached in Appendix II.



ENGINEERING STUDENTS' SOCIETY

Faculty Association Membership Fee: *Opt-Out Form*

APPENDIX I

REFUND FOR FACULTY ASSOCIATION MEMBERSHIP FEE

To receive reimbursement from the Engineering Students' Society, for collecting a Faculty Association Membership Fee (FAMF), a student must fill out this form. A student is only eligible if he/she has paid the FAMF in their tuition fees, as collected by the Registrar's Office and the Students' Union. The FAMF is a voluntary fee, and filling out this form is the only way to opt-out of payment. The FAMF collects \$4.00 per semester for the fall and winter semesters.

I, _____, request to be refunded the Engineering Students' Society FAMF for the _____ semester. The reason I wish to be refunded this fee is:

___ I cannot afford the fee

___ I disagree with the fee because:

I give the Engineering Students' Society permission to retain record of my name and semester of refund for the purposes of confirming my registration with the Faculty of Engineering.

Date: _____

Signature: _____

FOR OFFICE USE ONLY	
Received By:	
Date:	



ENGINEERING STUDENTS' SOCIETY

Association Endorsement of FAMF Proposal
APPENDIX II

Engineering Students' Society Board of Directors
University of Alberta
E2-040H ETLC, University of Alberta
Edmonton, Alberta T6G 2V4
November 24, 2010

Students' Council
University of Alberta Students' Union
2-900 SUB, 8900 - 114th Street
Edmonton, Alberta T6G 2J7

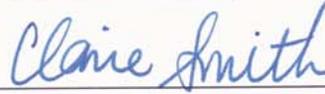
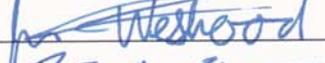
Re: Engineering Students' Society Faculty Association Membership Fee Creation

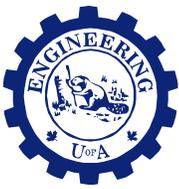
To the members of Students' Council:

We, the University of Alberta Engineering Students' Society Board of Directors, endorse the enclosed Faculty Association Membership Fee creation proposal. We thank you for your consideration of this proposal and urge you to contact us with any questions or comments.

Sincerely,

University of Alberta Engineering Students' Society Board of Directors 2010-2011 (bod@ess.ualberta.ca):

Claire Smith	President - Engineering Students' Society	
Matthew Kryska	VP Finance & Operations - Engineering Students' Society	
Lauren Brunet	VP External Relations - Engineering Students' Society	
Peter Roland	VP Student Services - Engineering Students' Society	
Richard Forbes	Chemical Engineering Students' Society	
Noel Broughton	Civil Engineering Students' Society	
Curtis Sand	Computer Engineering Club	
Kyle Samson	Electrical Engineering Club	
Jocelyn Westwood	Engineering Physics Club	
Heidi Johnson	First Year Engineering Club	
Ryan McGee	Materials Engineering Social Society	
Amanda Kulhawy	Mechanical Engineering Club	
Jordan Staden	Mining Engineering Club	
Sonja Roes	Petroleum Engineering Club	



ENGINEERING STUDENTS' SOCIETY

Relevant Sections of ESS Policy Manual APPENDIX III

B.2.4: Distribution of Faculty Association Membership Fee

Relevant section of proposal to Students' Council regarding FAMF:

Scope:

The Engineering Faculty Association Membership Fee is intended to replace the current Engineering Students' Society membership fee structure in order to create opportunities for student involvement and support engineering student activities.

Financial Oversight:

The Engineering Students' Society will require financial statements from the recipients who are not the ESS or ESAF indicating the anticipated expenditures to be made with the allocated funds. The Faculty Association Membership Fee funds received from funds, under policies established by the ESS will also require annual reports of the recipients (excluding the ESS a Council by March 15 of each year indicating how the monies have been spent. The ESS will report to Students' Council as required by Bylaw 8451 and fully comply with any other legislation adopted by Students' Council with respect to financial oversight. The ESS will also open its books to Students' Council or delegated bodies for inspection under reasonable terms of access with respect to the fee.

This section references the last FAMF proposal and old SU bylaw, will be updated when new fee passed

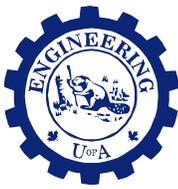
der of the ESS' ting. been spent from each report for Students'

The Board of Directors of the Engineering Students' Society is delegated the authority to require from each of the recipients that they provide to the Board a satisfactory accounting of their spending of fee money, and may withhold allocated funds if such an accounting is not provided. A General Meeting may overturn, uphold, or vary the decision of the Board of Directors. The Financial Affairs Board of the Students' Union will be advised of actions taken by the Board of Directors and General Meetings.

Policy:

1. Any changes to the distribution of FAMF must be made at a General Meeting, and will be reflected in the subsequent allocation of funds.
2. The current distribution of FAMF is as follows:
 - a. \$1.00 to the Engineering discipline clubs
 - b. \$1.00 to the Engineering Student Groups Fund
 - c. \$0.25 to cover the costs of Geer Week
 - d. \$0.65 to cover the printing costs of the Engineers' Handbook
 - e. \$0.70 to the Engineering Conferences & Competitions Fund
 - f. \$0.10 to cover the costs of first year orientation activities
 - g. \$0.30 to cover the printing costs of The Bridge
3. Distribution of any funds allocated by a General Meeting to the Society for specific purposes will be immediately upon receipt of the funds from the Students' Union.
4. Distribution of any funds allocated by a General Meeting to discipline clubs recognized by the ESS will be conducted as follows:
 - a. Upon receipt of the funds in the FAMF/ESAF account, the Society will determine the allocations to the Clubs in adherence with the relevant policies, and submit such allocations to the Board of Directors for information.
 - b. Clubs must document how FAMF funds will be spent, and submit this information to the Society before receiving their allocation. The submission should contain:
 - i. detailed receipts for items spent in accordance with submitted proposals, if possible.
 - ii. a summary of how students have benefited from the FAMF funding.
 - c. Recipients who are not the Society that fail to submit the information outlined above, may have additional allocated funding withheld, at the discretion of the Board of Directors.
5. Members who have paid into FAMF will have the opportunity to have their contribution refunded, if they are philosophically opposed or otherwise unable to contribute to the fund.
 - a. The deadline for requesting a refund shall be determined by the Vice-President (Finances and Operations), but shall occur at least once per term.

Section (2): This distribution is from the last FAMF Proposal and will be updated when the new fee is passed



ENGINEERING STUDENTS' SOCIETY

Relevant Sections of ESS Policy Manual

APPENDIX III

- b. The opportunity to refund a FAMF contribution, and the date of the deadline to request this refund, must be well advertised to members through several media formats at least two weeks before the deadline.
- c. The Society will, upon verification of the members' payment of the FAMF, refund this contribution by whatever means available no later than one month after the Society has received these funds.

(Adopted—March 24, 2003, Board of Directors)
(Amended—September 22, 2003, Board of Directors)
(Amended—October 14, 2003, Board of Directors)
(Amended—October 28, 2003, General Meeting)
(Amended—November 26, 2003, Board of Directors)
(Amended—March 17, 2004, Board of Directors)
(Amended—March 30, 2004, Board of Directors)
(Amended—April 28, 2006, Board of Directors)

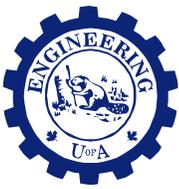
C.2.4: The Engineering Student Groups Fund

Preamble:

Non-discipline club engineering student groups contribute to student life in the Faculty of Engineering and are worthy of financial support through the Faculty Association Membership Fee. Accordingly, the Engineering Student Groups Fund provides financial support to assist these groups.

Policy:

1. Qualifications to receive grant:
 - a. The student group must be registered with the Students' Union and be affiliated with the Engineering Students' Society.
 - b. The student group must not receive funds via the Engineering Students' Activities Fund Committee.
2. All grants will be judged on the merit of the project, including the following criteria:
 - a. how the funds will contribute to the success of the student group's event or function;
 - b. how the student group, the University campus, engineering students, and the Engineering Students' Society will benefit from the event;
 - c. how the money will improve the operations of the student group; and
 - d. financial need.
3. Applicant organizations are required to provide:
 - a. a complete annual budget for the current year
 - b. contact information for a representative of the student group ;
 - c. a detailed budget for the specific request, including description and receipts (if applicable), and
 - d. a description of current fundraising activities including details of all funding currently received with respect to the request. All donations including labour and/or parts must be included in revenue.
4. Written notice of a grant request must be received by the Associate Vice-President (Operations) at least two (2) days prior to the Engineering Student Groups Funding Committee meeting at which the request is to be considered.
5. If the organization is a subsidiary, an affiliate of, or maintains a membership of a larger organization, any funds received from said organization must be reported. As well, any sum paid to said organization must be reported.
6. Documentation of revenues and expenses must be submitted within ninety (90) days of holding or attending an event, or at the time of the granting if it is for a past event. Failure to do so will result in a grant being converted into a loan which will be immediately repayable to the Engineering Students' Society.



ENGINEERING STUDENTS' SOCIETY

Relevant Sections of ESS Policy Manual

APPENDIX III

7. The Engineering Student Groups Funding Committee is composed of the following:
 - a. the Vice-President (Finances & Operations);
 - b. the Associate Vice-President (Operations);
 - c. two (2) members of the Board of Directors; and
 - d. two (2) engineering students appointed by the Board of Directors who are neither members of the Engineering Students' Society executive or the Engineering Students' Society Board of Directors.
8. The Engineering Student Groups Funding Committee is composed of the following:
 - a. the Vice-President (Finances & Operations);
 - b. the Associate Vice-President (Operations);
 - c. two (2) members of the Board of Directors; and
 - d. two (2) engineering students appointed by the Board of Directors who are neither members of the Engineering Students' Society executive or the Engineering Students' Society Board of Directors.
9. A member of the Engineering Student Groups Funding Committee that is a member of a group which has submitted a proposal or who has a conflict of interest concerning a proposal shall, at the meeting where that group's proposal is being considered, inform the Committee of that fact.
10. The committee shall evaluate and approve proposals as follows:
 - a. The committee shall determine which proposals are considered acceptable for voting; and if the sum of grants deemed acceptable for voting does not exceed the total available for granting, then the grants shall be awarded.
 - b. In the event that the sum of grants deemed acceptable for voting exceeds the sum available for granting the following procedures will be followed:
 - i. Each committee member shall rank each proposal (1. being the first choice, 2. being the second choice, etc.) until all proposals have been ranked; and
 - ii. After each committee member has ranked their choices, points shall be totalled and funds shall be awarded starting from the least total points and continuing until either the funds available for the current granting session are exhausted or no further proposals require funding.
11. The committee shall meet at least once per academic year.

Addendum to Engineering FAMF Proposal

The section titled "Amount" has been amended to read as follows:

Amount

Each full-time on-campus student in the Faculty of Engineering shall be required to pay \$4.00 per term as a FAMF. Part-time students and off-campus students shall also pay \$4.00 per term. Visiting and Special students as defined by the University of Alberta are exempt from payment under the Bylaw.

This has been approved unanimously by the Board of Directors of the Engineering Students' Society at their meeting on January 13th, 2011. The minutes of this meeting are located at http://ess.ualberta.ca/wp-content/uploads/2010/11/01.13.2011_BoDAgenda.pdf .

Prepared by: Rory Tighe, Vice President (Student Life)

To: Students' Council 2010/2011

Programming

I think Antifreeze went over very well. We made some changes this year that I think worked out very well. Congratulations to the Paralyzer Penguins who won the competition and the Narwhals who earned the spirit award. The first place prize included a ski trip to Jasper for the entire team which is pretty awesome.

On February 4 we will be attempting to gain back our title of the worlds largest dodgeball game. The event will take place at noon in the pavilion and the aim is for 2011 participants. We are working with many University departments on this including the Office of the Dean of Students and the Alumni Association. This event is one of the best community building activities that we do and I am very excited to see the turnout this year.

Residences

Working with our advocacy department, we have put together a proposal for some possible changes that the Residence Halls' Association could make in order to function at a more consistent capacity. I will be meeting with the President next week to discuss it and then there will be a Residence Halls' Association council meeting on January 26 where I hope to bring it up as a discussion item. The proposal is mainly ensuring more SU support to the council.

Health & Dental Plan

There will be a meeting of the Health and Dental Plan Committee next week where we will begin to discuss and coverage or premium changes for the upcoming year. These discussions will last for the majority of this semester and I will have something to bring to council sometime in April. If you have any thoughts or opinions on the Health & Dental Plan I would love to hear your feedback.

Vice President Fentiman and I will also be meeting with Studentcare, Financial Services and the Registrars office next week to discuss moving the Change of Coverage deadline in September closer to the Fees deadline to minimize the number of people who accidentally do not opt-out.

Student Services

The Student Services Review is going very well. We are close to finished the information gathering stages and will be making some changes before this budgeting process. We will have a final document for you to view sometime in late March or early April. The Infolink proposal and review should be done in the next couple of weeks as the final touches are finished.

ECOS, in partnership with the Office of Sustainability, held its first ever Campus Sustainability Summit over the weekend. There were over 50 attendees and it went very well. The summit brought together groups and individuals on campus who are interested in sustainability and included: informal conversations, presentations, and keynote speakers.

Involvement week also went very well. We had a ton of participants and engaged student attend. This was a great collaboration between Students' Union services and community groups.

U-Pass

There is a lot going on with the U-Pass at the moment. Firstly, after discussions with Edmonton Transit System (ETS), the late night transit pilot program that I have mentioned in my previous reports is not a feasible option for the moment. I submitted a proposal to ETS of the routes that I would like to see extended during the exam period and they looked into the current ridership of the last nightly bus on those particular routes and found that there was only 2-5 passengers on average. I have asked them to monitor the ridership during the exam period this year to see if there is an increase, at which point a late night program would make sense.

Secondly, I have submitted a brief proposal to begin discussions for a spring/summer U-pass for undergraduates. ETS seems amenable to the idea and the University has indicated that they would likely subsidize this at the same level as the Fall and Winter semesters. I will be working out the details to see if this truly is feasible over the next four months. If all parties agree, I will recommend a referendum for March 2012.

Lastly, we have been working with The Grant Macewan and NAIT Student Associations to lobby councilors from Fort Saskatchewan, Leduc, and Spruce Grove to enter into the U-Pass program. We have recently made some progress and will be looking to host an information session in March where ETS will present some information on what it would mean for these municipalities to join in the program.

As always, please let me know if you have any questions. Ask during council, stop by the office, or send me an email at vp.studentlife@su.ualberta.ca

January 24, 2011

To: Students' Council

Re: Report to Council

Given the weekly council meetings, and the events coming up, this report will inevitably be rather brief. As always if you have any questions about what I've been up to, feel free to ask at any time.

PAW Centre Planning Committee

The PAW Centre discussions are closing in on the finalization of agreement to be delivered to Students' Council—expect to see this within the next month. Also, on February 1, 2011 there will be a town hall for Students' Council, GSA Council, and PER Faculty in the Alumni Room from 1:00pm to 3:00pm. The event is not intended to be a major unveiling or widely public, however passersby or friends are welcome. This is largely an opportunity for council members to ask questions and receive one-on-one answers prior to the PAW Centre Agreement and design updates to council.

Student Group Granting

Another round of student group granting will occur from 2:00 – 5:00pm on Wednesday, January 26, 2011.

Students' Union Awards

The Grant Allocation Committee met Tuesday, January 18, 2011 and finalized/approved a new version of GAC standing orders at this meeting. This includes a new section relating to Students' Union Awards. In addition, a meeting to select awards adjudication committee members will be held at 2:00pm, Tuesday, January 25, 2011.

Budget and Finance Committee Meeting

The Budget & Finance Committee will be meeting Wednesday, January 26, 2011 @ 5:00pm in 6-06 SUB. We will continue with our discussion of budget principles.

Health and Dental Plan Committee Meeting

The Health and Dental Plan Committee will be meeting in the evening of Monday, January 24, 2011. We will receive an update on usage statistics.

Cr. Kusmu's Question, re: SUtv

Please see the SUtv business plan material in Late Additions. For any follow-up questions, please ask.

Other Upcoming Meetings/Events:

DIE Board Chief Tribune Interviews: Monday, January 31, 2011

Dedicated Fee Unit Task Force: 3:00pm, Monday, January 31, 2011

Grant Allocation Committee: 5:00pm, Tuesday, February 1, 2011

Yours,
Zach

Good Evening Council,

Here is a summary of what I have been working on over the past few weeks.

COFA:

The ISSS is presenting at COFA this week on how they have fulfilled the terms of their probation. This is the first step they need to take towards being recognized as an Association.

New DRPA:

Justin Williams, the new DRPA began work on Monday, we will be transitioning him into his new role and are very excited to have him with us.

Undergraduate Research

I finished the first draft of a lobby document on undergraduate research, and will be circulating it after editing. I should have a final draft finished within the next few weeks.

Assessment and Grading

I met with Dr Luth to discuss his report on assessment and grading. He is looking to move forward on the recommendations it contained. I shall keep council informed of his progress.

January 25, 2011

To: Students' Council

Re: Report to Students' Council

Greetings Council,

So far January has been exceptionally busy. I would refer to last Council's Executive Review if you want a more in-depth explanation of the work that is being done. This report will quickly outline where most of my time has been allocated since the last Council meeting. Please note that I will be in Calgary on Thursday and early Friday with the VP External for a CAUS meeting.

Director of Research & Political Affairs Transition

As I mentioned in my oral report at the last Council meeting, for the last two weeks I took on managing the Department of Research & Political Affairs in the interim until Justin Williams could start on Monday. So far Justin is off to a great start and I look forward to seeing what the UASU can accomplish with him now part of the team.

The PAW Centre

We are getting close to completing the agreement and schematic design for the PAW Centre. There will be a PAW Centre Town Hall for councilors who would like more information on the project than can be provided in a 30 minute presentation. This will occur on February 1st some time during the afternoon in the Alumni Room.

Strategic Plan/Town Hall

For the week following Council a lot of attention went towards the Strategic Plan document so that it could be distributed for feedback.

Thank you to those who attended the Town Hall and gave feedback on the Strategic Plan. February 7th is the deadline for providing feedback. I look forward to hearing your comments after the presentation tonight.

Fall Reading Week

This is where most of my time and energy has gone last week. On Monday we completed our consultation document that we will start taking through different GFC committees for feedback and discussion. Council will vote on the question crafted by Bylaw Committee tonight.

If you have any further questions, suggestions, or concerns, please do not hesitate to follow-up with me, either in person at SUB 2-900, by phone at 780-492-4236, or by email at president@su.ualberta.ca.