

Feb. 14th, 2017
To: Students' Council
Re: Report to Students' Council

Council Report #19: EMP FEST has come

Hello Council,

I hope you have been well. This weeks Council Report is on the Late Additions because I have decided to find send you a complete update on EMP FEST. I would like to say thank you to all of the students who attended, as well as to all of the hosts/organizers! In addition I would like to start this report off with as thank you to the Office of Alumni Relations for their \$5000 grant that went a long way towards the festival, and the members of the EMP FEST Advisory Committee - comprised of students, the SU, and members of the university - for their help throughout the year. This Council Report is a preliminary update, a more indepth EMP FEST report will be coming out in a few weeks.

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EMP FEST

I am proud to announce that EMP FEST 2017 (the first time this festival has ever been done) was a resounding success. EMP FEST signifies the direct completion of the Vice-President (External)'s publically given mandate (as decided by the 2016 Students' Union Executive Election) to aid and provide students at the University of Alberta with employment opportunities.

Event Engagement

The festival, designed to target students in three general demographics - those in stages of early career development, middle career development, and those in late career development - was comprised of **24 total events** directly attended by a total of **731** students (with an average event attendance of **30** participants). The counting of individual event attendees was done **using the same process as GovWeek events**, to ensure consistency amongst the major Executive initiatives. In order to better engage students studying on our satellite campuses, the speaker based EMP FEST Keynote events were **Facebook Live Streamed** to improve festival accessibility. When counting the number of *Facebook Live views* of the two speaker based keynote events (final count being made at the end of the EMP FEST week) EMP FEST engaged a total of **1,234** individuals, averaging the event engagement rate to **51** individuals per event.

EMP FEST Cost

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OFFICE OF THE
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The total cost of EMP FEST will be available in the coming weeks while we acquire actuals for the festival. As it stands the festival appears to be **under budget**. It is prudent for Students' Council to note that the Students' Union received a **\$5000 alumni grant** as well as raised **\$728 from ticket sales to the Networking Night event**.

Event Reporting

As per the recommendation of a councillor in attendance of our last Students' Council meeting, I collected **attendee evaluations** in the same fashion as the Vice-President (Academic) did for GovWeek, using similar metrics. The same evaluation will be sent out to attendees of the Monday and Tuesday night events to ensure better insight into the festival as a whole. In addition, there will be an **Exit Survey** being sent out to event hosts/organizers, and professionals, to gain greater insight on the festival. The information gathered from the festival will be used to create an **EMP FEST Festival Report** to investigate the impact EMP FEST had on students.

As a whole EMP FEST, the inaugural Students' Union Employment Festival, turned out to be a huge success. I came into this year promising that I would help provide students with employment during and after their degrees, and with the completion of EMP FEST I am proud to say that I have been able to. However, I will ensure that EMP FEST goes beyond the completion of a publically given mandate to help provide students with employment. I will be having an exit meeting with the EMP FEST Advisory Committee to discuss the results of the report and put a plan into place to ensure the continuity of EMP FEST in the coming years. I will be sure to share the EMP FEST Festival Report with Students' Council, as well as the general public, once it is complete. Please keep an eye out for the festival report!

“Health curiosity is a great key in innovation” - Ifeanyi Enoch Onuoha

Mike Sandare

Vice-President (External), University of Alberta Students' Union (2016-17)