



ASPER SCHOOL OF BUSINESS  
**COMMERCE STUDENTS' ASSOCIATION**  
CREATE YOUR LEGACY

# IMPACT REPORT

**Commerce Students'  
Association**

**2018-2019**

April 1, 2018 - March 31, 2019

# Message From the CSA President

For the past year, the Commerce Students' Association (CSA) team has worked tirelessly to create a memorable and impactful experience for students at the Asper School. Every year, CSA council takes the organization to the next level with new initiatives, enhanced quality of flagship events, and better services to enrich the undergraduate student experience.



With a newly restructured executive council, we were able to act with more efficiency and focus to continue building the organization. An additional VP position was created, and the Executive Council changed from seven members to eight. The executive now consists of the President, VP Internal, VP Finance, VP Marketing, VP Corporate Relations, and three events VPs: VP Academic Events, VP Social Events and VP Professional Events.

Together with the executive team, a collective strategy for the year was set. This strategy focused on the development of student relations and student engagement. Beyond our actively engaged students, we wanted to build interactions with more of the student body in an effort to grow this number of actively engaged students.

In addition to the regular annual CSA program, we were able to execute a number of new events and initiatives. We launched a brand new peer mentorship program, which engaged both first year and returning students. We also launched the CSA's first ever Student Appreciation Week. We were able to launch mental health programming within the CSA with mental health talks, pet therapy and a visit from the Canadian Mental Health Association. A new Student Action Group (STAG) was added: the Asper Network of Empowered Women.

Our flagship events continued to grow in size and value. Our Business Banquet drew in more sponsors and students combined than ever before, and our charities exceeded our fundraising goals. The National Business School Conference drew in a record amount of delegates, and more networking opportunities enhanced the delegate experience. We grew the alumni relations portfolio in offering two Young Alumni Reunions and the 2nd Annual Alumni Hockey classic.

In summary, I am proud of all that the association has been able to achieve this year. I would like to take the time to thank the CSA Council for all of their hard work this year. Without them, none of this would have been possible. A big thank you also goes out to all those that supported us this year. I look forward to seeing the continued growth and success of the association for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shona Grewar'.

Shona Grewar

CSA President 2018-2019

## Fast Facts for 2018-2019:



**9034** tickets issued for our events since April 2018

**\$46k** raised collectively for our charities

**56** Corporate Partners

**2000** Cups of Coffee served at CSA Coffee Days

**100%** Sell-Out Rate for Commerce Socials

**\$39K** Conference & Competition Funding

**279** Student Attendees at Business Banquet

**50+** CSA Events

**64** General Council Members

**354+** Student Volunteers

# CSA Mission

We strive to enrich the undergraduate student experience at the I.H. Asper School of Business through unique events and professional development opportunities that foster meaningful relationships with the greater business community.

## CSA Vision for 2018-19

Provide a positive environment for holistic student growth including and beyond our already engaged student body. To this end, we will create a more inclusive community through outreach efforts and events that will be more accessible to students.

## New Initiatives 2018-19

### ◆ **Asper Network of Empowered Women Group**

- ◆ A new Student Action Group (STAG) created to support and empower women in business.

### ◆ **Student Appreciation Week**

- ◆ A new community initiative hosted during the first week back of school to welcome students back with free food and coffee, speaker series, giveaways, and a game night.

### ◆ **Asper Peer Mentorship Program**

- ◆ A program created for first year Asper students designed to help first years engage earlier on in their program.

### ◆ **Young Alumni Reunions**

- ◆ Casual networking events specifically tailored to recent Asper alumni and students nearing graduation to network and catch up with each other.

### ◆ **Asper Breaks the Stigma & CSA Café**

- ◆ Mental health events hosted in partnership with mental health advocate Chris Hoquis.

### ◆ **Case Competitions 101**

- ◆ Case competition training program hosted in order to better prepare students to compete.

### ◆ **Asper Fitness Challenge**

- ◆ Program designed to encourage students to focus on their fitness and health.

# Student Services

The CSA is dedicated to providing students access to resources such as funding to conferences and competitions, mentoring and other development opportunities. The VP Internal is in charge of overseeing many services offered to students through the CSA. This year, some achievements include:

- ✦ **Sent over 40 students to conferences and competitions across Canada.** These conferences included Ted Rogers Management Conference, Ted Rogers Ethical Leadership Competition, World Mining Competition, EngComm, John Molson Sports Marketing Conference, Rocky Mountain Business Seminar, Network of Empowered Women Conference and the African Business Conference hosted at Harvard University.
- ✦ **Increased conference and competitions funding** from 2017-2018 by allocating \$39,000 to this service in the 2018-2019 budget.
- ✦ **Provided \$17,000 total in funding to our Student Action Groups (STAGs).** These groups include UMICS, ASBAA, ANEW, UMFO, UMMA, UMIG, UMSCO, UMHRA, JDCW, UMAC, ASCA, CEO, MISA, AIMS, BGS, and UMLO.
- ✦ **Implemented a new Asper Peer Mentorship Program.** The mentorship program consisted of 84 committed mentors and 42 mentees. Mentees were matched with two mentors based on academic interests, hobbies, and extra curriculars.
- ✦ **Connected students** to over 12 potential employers for individual meeting opportunities with the “Take a Student to Eat” (TASTE) program.
- ✦ **Hosted 61 Mock Interviews** with 9 potential employers for students to hone their interview skills in preparation for co-op interviews, committee interviews, summer opportunities, or full-time graduate opportunities.
- ✦ **Created a new STAG- Asper Network of Empowered Women.** The group now has over 80 members; they have hosted three member meetings, and sent 15 member delegates to SHE Day 2019.



# Events

The CSA offers a variety of events that are centred around three main areas of interest- professional, academic and social programming. Our three VP of Events are responsible for overseeing all of the events the association hosts throughout the year. Some achievements within our events include:

## Professional Events

- ◆ **Sold out the 52nd Annual Business Banquet** in just three days. In total, 279 students attended the banquet, with 434 total attendees. The event was themed “Limitless” and the keynote speaker was New York Times Bestselling Author and TV Personality, Ben Nemtin.
- ◆ **Welcomed 160 NBSC delegates** from 23 schools across the country at the National Business School Conference (NBSC). This conference is specifically designed for professional development of Business Student Association executives annually in November. This number of delegates was the highest in the 26 year history of the conference.
- ◆ **Hosted the 6th Annual Howard Morry Leadership Conference (HMLC)** at the Canadian Museum of Human Rights. Speakers included Phil Fontaine, Professor Lukas Neville, Professor Suzanne Gagnon, and Stu Clark Centre Director, Debra Jonasson Young. 85 students attended the day-long leadership conference, and six companies sent corporate representatives.
- ◆ **Executed the Corporate Golf Tournament**, which saw over 60 student attendees and five partner companies at Bridges Golf Course.
- ◆ **Prepared students for Business Banquet** at the 15th Annual Etiquette Evening, where 104 students enjoyed a four-course dinner and practiced table etiquette and networking in a dinner setting.

## Academic Events

- ◆ **Executed "The Commerce Week" (TCW)**. The week consisted of Orientation Day, three days of Beverage Gardens, a STAG & Career Fair, Textbook Sale, and Networking Event at Tavern United. Over 100 student volunteers participated in the planning and execution of the week.
- ◆ **Held three CSA Case Competitions**, First Year Case Competition (FYCC), International Case Competition (ICC), and the IG Wealth Management Case Competition. 27 teams in total competed across these three competitions.
- ◆ **Hosted the Fall Grad 2018 Dinner**, welcoming over 90 attendees in comparison to 50 in 2017. Winter Graduation will occur on April 26th, and will consist of over 300 attendees.
- ◆ **Introduced "Case Competitions 101"**, a training program designed for students wishing to enter the case competition circuit with best practices for analyzing a case, designing a presentation, and speaking with confidence. This event was hosted in collaboration with JDC West Team Toba, and saw 56 students in attendance for this evening training session.



- ◆ **Organized tutoring sessions** for fall and winter finals season. Tutoring sessions were held for Corporate Finance, Financial Accounting and Managerial Accounting. Collectively across the three tutoring sessions, over 120 students per semester were in attendance.
- ◆ **Planned a Lunar New Year Dinner** celebration at Kum Koon Garden. 115 people attended the dinner, and three local groups performed at the event.

## Social Events

- ◆ **Hosted the CSA's first Student Appreciation Week.** The week consisted of giveaways, coffee days, hot chocolate bar, and speaker series that featured entrepreneurs Devon Brooks, founder of Blo Dry Bars, and Shea Emry, former CFL All-Star. The week ended off with Snakes and Lattes, a game night for students at Across the Board.
- ◆ **100% Sell Out Rate for 2018-19 Commerce Socials-** 900 attendees at Commerce on the Quad, 1400 at Halloween Shocker, and 3500 at Commerce Carol.
- ◆ **150 students participated in the Asper Fitness Challenge.** This challenge ran during February to make sure students remained accountable and focused on health following January. Students tracked their workout progress for the whole month, being required to work out at least three times per week to compete for prizes.
- ◆ **Served over 2000 cups of coffee** to students during our eight Coffee Days hosted in the CSA Office, in an effort to create a more welcoming office environment.
- ◆ **Fed 600 students** during each final exam period at our Exam Crams. Three lunches were served to Asper students in each semester.
- ◆ **Organized the 11th Annual Fashion Show,** which took place at the Metropolitan Entertainment Centre. 16 student models participated and 180 spectators attended the show. Local clothing partners totalled 13.
- ◆ **Supported Asper talent** through organizing the CSA Coffeehouse. Over 15 Asper students performed and the event saw 85 attendees.

## Additional Events

- ◆ **Hosted the second annual Alumni Hockey Classic.** The event saw 16 alumni players and 15 students players come out to face off against each other at the Wayne Fleming Arena, with students coming out on top.
- ◆ **Created mental health programming** through the introduction of two new events, *Asper Breaks the Stigma* & *CSA Cafe*. In partnership with local mental health advocate Chris Hoquis, students were able to attend these events to gain more understanding on mental health related topics and explore their own journeys with mental health.



# Charities

Shinerama and 5 Days are the two charity campaigns that CSA participates in annually. Money raised from Shinerama is donated to Cystic Fibrosis Canada, and all money raised from 5 Days is donated to Resource Assistance for Youth (RaY) Winnipeg.

## Shinerama

- ✦ **Raised a total of \$22,078.** This is double the amount raised in comparison to 2017!
- ✦ **Executed two full Shine Days-** Shine Day External (off campus) at locations across the city, and Shine Day Internal (on campus) which focused on collecting donations on campus. Chaeban was served in the quad for donations, and alpacas were available to pet for a donation.
- ✦ **Hosted additional fundraising events** including Trivia Night, volunteering at Canada Day festival in Osborne Village, volunteering at Super Spike, and A Night to Shine Social.
- ✦ **200 student volunteers** participated in raising funds for Shinerama this year.

## 5 Days

- ✦ **Raised \$24,072 for 5 Days in 2019.** This surpasses our goal of \$20,000!
- ✦ **7 sleepers participated in the campaign for the full 5 days.** Sleepers collected donations outside of University Centre from March 10th-15th.
- ✦ **Hosted additional fundraising events** including a Harry Potter Trivia Night, 2000's Social, 5 Acts for the Homeless concert, a Silent Auction, and 5 Hole for the Homeless hockey tournament.
- ✦ **70 student volunteers** participated in raising funds for 5 Days this year.



# Sponsorship

The VP Corporate Relations is responsible for overseeing all partner (sponsor) relations and leading the Managers of Corporate Relations to gain sponsorship for our events within the Corporate Partners Program. Some achievements from the corporate relations portfolio include:

- ◆ **56 Corporate Sponsors** contributed to the CSA in the 2018-19 annual program.
- ◆ **Sponsor contributions totalled \$214,675.** This was an increase from 2017-2018 sponsorship, which totalled \$204,905.
- ◆ **The sponsorship breakdown was as follows-** \$85,350 contributed to CSA events, \$121,600 to our Student Action Groups (STAGs), and \$7,725 to our charity campaigns.
- ◆ **428 Corporate Representatives interacted with students** at our various events throughout the year. The CSA and STAGs are proud to have collectively created this many engagement opportunities for students!

# Capital Project

In partnership with the Associates and the Dean's Office, the CSA took on a major capital project this year. A new display case was built in the basement level of the Drake Centre to showcase student accomplishments, awards, and a Senior Stick display. This project took place over the summer of 2018. The total valuation of this project was \$65,000.



# Awards

## CSA Awards:

### ◆ **President of the Year-** Shona Grewar

This award was issued by the Canadian Association of Business Students (CABS) at their annual Round Table Conference. It was awarded through a nomination and voting process which includes member school executives.

### ◆ **Spirit of Shine Award-** Kieran Hall

This award was issued by the national Shinerama governing body for demonstrating leadership and passion towards the Shinerama campaign.

## Student & STAG Awards:

### ICBC 2019

ICBC is the world's most academically rigorous case competition, and Canada's oldest, largest and most prestigious undergraduate case competition.

### ◆ **1st Place, Business Strategy** - Peirce Dickson, Abel Nyamori, Paige Small

### ◆ **1st Place, Finance** - Jordan Delury, Collin Drosdoski

### JDC West 2019

JDC West is the most prestigious undergraduate business competition in Western Canada. The competition is a three-day event that showcases academics, athletics, debate, and an out-of-the-box social competition.

### ◆ **2nd Place, Business Technology** - Andrew Martin, Chris Prendergast, Andrew Smith

### ◆ **3rd Place, Human Resources** - Megan Parsons, Tasia Papadopoulos, Mario Fiorentino

### ◆ **3rd Place, Participation** - Team Toba

### ◆ **3rd Place, Social** - David Dobson, Felipe Garcia, Brooklyn Meyer, Jacquelyn Townsend

