

IMPACT REPORT 2019 | 2020

April 1, 2019 - March 31, 2020



ASPER SCHOOL OF BUSINESS
COMMERCE STUDENTS' ASSOCIATION
CREATE YOUR LEGACY

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.

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 an Alumni Golf Tournament that brought back Asper alumni from multiple years for a round of golf. We also launched the CSA's first Culture Week and created the opportunity for students to meet one-on-one with CSA Executives through the new One-on-One Coffee Meetings program.

Our flagship events continued to grow in size and value. Our Business Banquet drew in new partners and students combined than ever before, and our charities exceeded our fundraising goals and previous fundraising amounts. The National Business School Conference continued to draw in a large number of delegates and more networking opportunities enhanced the delegate experience.

Unfortunately, our term ended in an unexpected way resulting in some events and initiatives not being executed as planned. However, I am proud of all that the association has been able to achieve this year and how the CSA handled the unexpected ending to the 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,



Tony Quach
CSA President 2019-2020





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.

OUR VISION

FOR 2019-2020

Provide an environment for 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, not only at the Asper School of Business but for the overall University of Manitoba community.

Fast Facts for 2019-2020:

8089 tickets issued for our events since April 2019

\$51.5K raised collectively for our charities

54 Returning & **13** New Corporate Partners

2800+ Cups of Coffee, Hot Chocolate, and Tea served to students

100% sell out Rate for Commerce Socials

\$48K Conference & Competition Funding

283 Student Attendees at Business Banquet

50+ CSA Events

63 General Council Members

350+ Student Volunteers

New Initiatives 2019-2020

» **CSA Alumni Golf Tournament**

An evening of golf and dinner to catch up with Asper School of Business Alumni.

» **Culture Week**

A new community initiative week full of activities with a focus on the international community with food items from various cultures, an international-themed movie night, a discussion night.

» **One-on-One Coffees**

A new program that allowed the students to book one-on-one meetings with members of the CSA Executive Team.

Partnerships

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:

- » **67 Corporate Partners** contributed to the CSA in the 2019-2020 annual program, with **13 Partners being new to the CSA.**
- » **Partner contributions totalled \$253,440.** This was an increase from 2018-2019 sponsorship, which totalled \$214,675.
- » **The partnerships breakdown was as follows** - \$129,850 contributed to CSA events, \$117,090 to our Student Action Groups (STAGs), and \$6,500 to our charity campaigns. STAGs include UMICS, ASBAA, ANEW, UMMA, UMFO, UMSCO, UMHRA, JDCW, UMAC, ASCA, CEO, MISA, AIMS, BGS, and UMLO.
- » **400+ 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!



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 45 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, Okanagan Case Competition, World University Service of Canada's International Forum, Advancing Women in Agriculture Conference East, Actuarial Student National Association Convention, National Congress 2020 and the Indigenous Women's Leadership Summit.
- » **Increased conference and competitions funding** from 2018-2019 by allocating \$48,000 to this service in the 2019-2020 budget. This is an increase of \$9,000 from the 2018-2019 term.
- » **Connected students** to over 16 potential employers for individual meeting opportunities with the "Take a Student to Eat" (TASTE) program.
- » The **First Year Committee raised over \$3,500** for their 3 chosen charities: United Way Winnipeg, Winnipeg Humane Society, and the Boys & Girls Clubs of Winnipeg.



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 Events are responsible for overseeing all of the events the association hosts throughout the year. Some achievements within our events include:

Professional Events

- » **Hosted the 53rd Annual Commerce Business Banquet.**
In total, 283 students attended the banquet, with 424 total attendees. The event was theme “Legacy” and the keynote speaker was the founder of Day One Leadership, Drew Dudley.
- » **Welcomed 125 NBSC delegates** from 20 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.
- » **Executed the Corporate Golf Tournament**, which saw over 50 student attendees and four partner companies at Bridges Golf Course.
- » Prepared students for Business Banquet at the **16th Annual Etiquette Evening**, where 87 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, two 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. 24 teams in total competed across these three competitions.
- » **Hosted the Fall 2019 Graduation Dinner,** welcoming over 105 attendees in comparison to 90 in 2018.
- » **Introduced Culture Week,** a week full of activities targeting international students with food items from various cultures, an international-themed movie night, a discussion night, and ending the week with the **annual Lunar New Year Dinner** with five cultural groups performing at the event.
- » **Hosted the 2nd annual “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.
- » **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 130 students per semester were in attendance.

Social Events

- » **Hosted the CSA's 2nd annual Student Appreciation Week.** The week consisted of giveaways, coffee days, free breakfasts, lunches, dog therapy and a photo booth.
- » **100% Sell Out Rate for 2019-2020 Commerce Socials** - 900 attendees at Commerce on the Quad, 1400 at Halloween Shocker, and 3500 at Commerce Carol.
- » **124 students participated in the Asper Fitness Challenge.** This challenge ran during the month of January and February to make sure students remained accountable and focused on their health in the new year. Students tracked their workout progress for 4 weeks, being required to work out at least three times per week to compete for prizes.
- » **Served over 2800 cups of coffee & hot chocolate** to students during our five Coffee Days and two Hot Chocolate 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.
- » **Supported University of Manitoba talent** through organizing the CSA Coffeehouse. Over 12 Asper students performed and the event saw over 40 attendees.



Additional Events

- » **Hosted the 1st Annual Alumni Golf Tournament.** The event brought out 18 alumni players come out for an evening of 9 holes of golf and dinner at Wildewood Golf Course.
- » **Hosted the 4th Annual CSA Tour de Commerce.** The event saw 84 student attendees and 13 corporate companies involved across 3 streams. The event was filled with a day of networking and closing with a Wine & Cheese.

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 \$25,473.⁶²** This is over \$3000 more than the amount raised in 2018!
- » **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 Ice Cream was served in the quad for donations, and alpacas were available to pet for a donation.
- » **Hosted additional fundraiser events** such as Trivia Night, A Night to Shine Social, Textbook Sale and volunteering at festivals
- » **Over 200 volunteers participated** in raising funds for Shinerama this year.



5 Days

- » **Raised a total of \$26,082.⁷⁶** This surpassed last year raised amount.
- » **5 sleepers participated in the campaign this year** - Sleepers collected donations outside of University Centre from March 8th-13th.
- » **Hosted additional fundraiser events** such as a Disney Trivia Night, 90's Social, Textbook Sale and 5 Holes for the Homeless Hockey Tournament.
- » **100 volunteers participated** in raising funds for 5 Days this year.



Awards

CSA Awards:

- » **President of the Year** - Tony Quach
- » **Executive All Star Executive of the Year** - Brynn Todd
- » **Best Charity Initiative** - Shinetoba
- » **Best Wellness Initiative** - Asper Fitness Challenge
- » **Associate Club of the Year Award** - Asper Network of Empowered Women



These awards 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.

Student & STAG Awards:

Jeux du Commerce West (JDC West) 2020

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 Participation**
- » **1st Place, Finance**
Riley Dirks, Nicole Ganea, Wes Oryniak
- » **2nd Place, Business Technology Management**
Tara Flatt, Howard Monson, Morison Smith
- » **2nd Place, International Business**
Felipe Garcia, Andrew Martin, Jordan Zaporzan
- » **2nd Place, Marketing**
Santiago Godoy, Hannah McCutchon, Andrew Smith
- » **3rd Place, Debate**
Raff Cianflone, Jakub Czepinsky, Stephanie Kalo, Kristin Smith
- » **Faculty Advisor of the Year**
Lukas Neville





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