



ASPER SCHOOL OF BUSINESS
COMMERCE STUDENTS' ASSOCIATION
CREATE YOUR LEGACY

Commerce Students' Association

Impact Report

2023-2024



A Message from the CSA President

What a remarkable year it has been for the Commerce Students' Association (CSA). For the past twelve months, the CSA Executive Team and General Council have worked tirelessly to elevate the organization by developing meaningful initiatives aimed at enriching the Asper undergraduate student experience.

In collaboration with the Executive Team, a collective strategy was set. Our strategic vision was to achieve "excellence through innovation & inclusion." We strived to achieve this by identifying and eliminating any barriers currently hindering student involvement. This approach not only increased the diversity of attendees at our events but also resulted in a significant 28% increase in overall student engagement.

Again, this year truly marked one of innovation, with a record-breaking 24 new initiatives brought to fruition. Significant enhancements were made in the CSA to further the principles of Equity, Diversity, and Inclusion (EDI). Highlights include the launch of four new EDI Panels, a Professional Events 101 workshop, and the CSA's first-ever BizThrift Shop.

This year also marked the return of the Academics portfolio. In collaboration with the Experiential Learning Office, the CSA introduced 4 new internal case competitions of varying resolution structures. Additional student support was also strengthened with the launch of the CSA Student Resource Guide and a new online tutoring directory.

In addition to new initiatives, our flagship events continue to grow in size and value. Our Business Banquet attracted numerous partners and students, while our charities exceeded fundraising targets. Moreover, the National Business School Conference continued to draw in a large number of delegates, with more networking opportunities enriching their delegate experience.

In summary, I am immensely proud of all that the association has been able to achieve this year. I would like to extend a huge thank you to the entire CSA Council for all of their relentless dedication and hard work. Without them, none of this would have been possible. Additionally, a big thank you also goes out to all those who supported us all year. While the end is bittersweet, I truly look forward to seeing the continued growth and success of the Commerce Students' Association for years to come.

Sincerely,



Betty Mae Ferrer
CSA President 2023-2024



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 2023-24

Establish the CSA as an innovative, equitable, welcoming, and inclusive student-led organization that provides students with many opportunities for growth and is open to feedback.

Fast Facts for 2024



24

NEW EVENTS &
INITIATIVES



9000+

TICKETS ISSUED
FOR OUR EVENTS



28%

INCREASE IN
ENGAGEMENT

100% Sell Out Rate for Commerce Socials

\$35.7K+ Raised Collectively for our Charities

235 Student Attendees at Business Banquet

45 Returning & **13** New Corporate Partners

54 General Council Members

380+ Student Volunteers

70+ CSA Events

New Initiatives

The CSA achieved a record-breaking 24 new events and initiatives in the 2023-24 year. These events and initiatives were created to promote accessibility and enhance programs that foster the personal and professional development of Asper students.

Biz Thrift Shop	First Year Mixer	CSA Tri-Hour Challenge
CSA Student Leadership Gala	First Year Committee: Born 2 Business, Forced to Network	CSA Student Resource Guide
Leadership Resource Guide	Events 101: Business Etiquette and Networking Workshop	5 Days: Karaoke Night
EDI in Action Series: Accessibility in Business	CSA Cultural Ambassador Program	5 Days: Volleyball Night
EDI in Action Series: Minorities in the Workplace	IGWM Case Competition	TCW: Food Truck Fair
EDI in Action Series: 2SLGBTQIA+ Voices	24 Hour Case Crack	Commerce Classic
EDI in Action Series: Intersectionality in Business	CSA Live Case Competition	Wellness Wednesdays
CSA Town Hall		CSA Small Business Fair
		Graphic Design Workshop



Engagement

The CSA saw an overall 28% increase in engagement in 2023-24, maintaining a strong presence within the student body online and in-person.

Social Media



3,553 followers
11,661 weekly impressions



1,763 likes
1,796 followers



1,290 followers

Council Recruitment

100+

General Council
Interviews

64%
BIPOC

18%
International

10%
2SLGBTQIA+

64%
New

220+

Committee
Interviews

63%
BIPOC

25%
International

3%
2SLGBTQIA+

60%
New

Partnerships

The CSA Corporate Relations Portfolio is responsible for maintaining partner relations and securing sponsorship for events within the CSA Corporate Partners Program. Some achievements this year include:



- **58** Corporate Partners contributed to the CSA in the 2023-24 annual program, with **15 Partners being new to the CSA.**
- **Sponsorship contributions** totalled **\$ 182,700.**
- **480+ 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 that empower them to excel both personally and professionally. The VP Internal is in charge of overseeing many services offered to students through the CSA. This year, some achievements include:

- **Connected students** to over **20 potential employers** for individual meeting opportunities with the “Take a Student to Eat” (TASTE) program.
- **Hosted 93 students at the CSA’s inaugural Town Hall** - aimed to increase transparency and featured an open question period with the CSA Executive Team.
- **Launched the CSA’s first-ever Biz Thrift Shop** to provide students access to affordable business professional clothing. The shop featured over 170 items, each reasonably priced at an average price of \$12.
- **Engaged in meaningful conversation through the CSA’s first-ever EDI in Action panel series.** Topics included: Accessibility in Business, Minorities in the Workplace, 2SLGBTQIA+ Voices, and Intersectionality in Business.
- The **First Year Committee raised over \$6500** for their 2 chosen charities, Cancer Care Manitoba & Siloam Mission.
- Hosted 14 Student Action Groups at the **2nd Annual STAG Start Up Conference** for a day of learning and collaboration.
- **Approved the creation of 2 new Student Action Groups (STAGs)** - The University of Manitoba Queer/2SLGBTQIA+ Students and the University of Manitoba Sports Business Association.
- **Launched the CSA Student Resource Guide** which compiled all academic resources into one document giving students a one-stop-shop for involvement opportunities, scholarships, and all thing Asper.
- **Loaned 21 laptops to students** through the CSA Laptop Loaner Program.



Events

The CSA offers a variety of events and programming centered around four main areas of interest: professional development, academics, community, and student life. Our four VP Events are responsible for overseeing all of the events the association hosts throughout the year. Some achievements within our events include:



Professional Development

- **Hosted the 57th Annual Commerce Business Banquet.** In total, 235 students attended the banquet, with 384 total attendees. The event theme was “Possibilities” and the keynote speaker was CEO of Education Canada Group, Liz Choi.
- **Welcomed 121 delegates** from 17 schools across the country at the National Business School Conference (NBSC). This annual conference is specifically designed for professional development of Business Student Association executives in November.
- **Executed the Corporate Golf Tournament**, which saw over 60 attendees and five corporate partners at Bridges Golf Course.
- **Hosted the 10th Annual Howard Morry Leadership Conference (HMLC)** at the Canadian Museum of Human Rights. Speakers included the Honourable Philip Lee, Howard Morry, Professor Lukas Neville, Noah Wilson, Jelynn Dela Cruz, and Jackie Wild.
- **Conducted the first-ever Events 101 Workshop**, empowering students with essential skills for navigating professional gatherings. The workshop covered proper etiquette, dress codes, and networking techniques.



Events

Academics

- **Established a new line-up of introductory case competitions:** the IGWM Prepared Case Competition, CSA 24-Hour Case Crack, CSA Live Case Competition, and CSA Tri-Hour Challenge. 40 teams and 160 students in total competed across these four competitions.
- **Partnered with local organizations** in the development of real-world business cases to be utilized in internal competitions.
- **Hosted two “Case Competition 101” sessions** to train students wishing to enter the case competition circuit with best practices for effective case analysis, presentation design, and confident public speaking.
- **Hosted the 2023 Fall Graduation Dinner**, welcoming 96 students, family, friends, and faculty to The Radisson.
- **Hosted the 6th annual CSA Tour de Commerce.** The event saw 140 student attendees and 12 corporate companies involved across four streams. The event was filled with a day of networking and closed with a Wine & Cheese.
- **Organized tutoring sessions for fall and winter finals season.** Tutoring sessions were held for Corporate Finance, Financial Accounting, & Managerial Accounting. Collectively across the seven tutoring sessions, over 70 students per semester were in attendance.
- **Launched the Online Tutoring Directory** which featured 10 peer tutors in a variety of subjects.
- **Hosted the 2024 Winter Graduation Dinner**, welcoming over 200 students, family, friends, and faculty to The MET.
- **Issued funding for 21 students to attend external competitions** including Digital Innovation, CoMIS, Alberta Not for Profit, and Ted Rogers Ethics in Action.



Events

Student Life



- **Executed “The Commerce Week” (TCW).** The week consisted of an Orientation Day, one day of Beverage Gardens, a STAG & Career Fair, a Textbook Sale, and a brand-new Food Truck Fair. Significant changes were made to the programming of this event to be more inclusive of all students. Over 100 volunteers participated in the planning and execution of the week.
- **Hosted the CSA’s 6th annual Student Appreciation Week (SAW).** This week consisted of giveaways, coffee days, free breakfasts, lunches, dog therapy, and a photo booth.
- **Executed the CSA’s first-ever Small Business Fair.** This placed a highlight on Asper student-run ventures.
- **Achieved a 100% sell-out rate for the 2023-24 Commerce Socials** - 900 attendees for Commerce on the Quad, 1400 at Halloween Shocker, and 3500 at Commerce Carol, which was successfully brought back to the RBC Convention Centre.
- **Introduced a new social, Commerce Classic.** This event featured glow in the dark theme and over 500 attendees.
- **Facilitated the Asper Peer Mentorship Program.** This program engaged 38 student mentors and 36 mentees. Pairings were determined based on academic interests, hobbies, and extra curriculars.
- **Hosted the annual Commerce Cares Coffeehouse,** which sparked conversation surrounding mental health topics and featured six local UofM performers. This year, a panel of mental health experts was convened to share coping strategies with attendees.
- **Introduced Wellness Wednesdays,** fitness sessions designed to promote a healthy & balanced lifestyle.

Community Impact

The CSA recognizes the importance of giving back to the community. Each year, the CSA actively engages in a variety of initiatives to support international student engagement and hosts charity campaigns such as Shinerama and 5 Days.

Shinerama

- **Executed two full Shine Days** - Shine Day External collecting donations across the city, and Shine Day Internal hosted on campus. CSA Executives and Faculty were pined in the face for donation, and therapy dogs were available to pet for donation.
- **Hosted additional fundraiser events** such as a Trivia Night, Zumba Class, Textbook Sale, Can Collection, and Car Wash.
- **Over 150 volunteers participated** in raising funds for Shinerama this year.



\$15,594.74
RAISED FOR CYSTIC FIBROSIS CANADA



5 Days

- **Hosted 5 Acts** - Set the stage for five local performers including The Love Letters, Ben Notes, Also Ran, Pretty Please, and The Remedy to raise funds and awareness for youth experiencing homelessness.
- **Hosted additional fundraiser events** such as a Trivia Night, Karaoke Night, Volleyball Tournament, Bake Sale, and a gift basket giveaway.
- **Over 100 volunteers participated** in raising funds for 5 Days this year.

\$20,107.41
RAISED FOR RESOURCE ASSISTANT FOR YOUTH (RaY)



Community Impact



International Student Engagement

- **Introduced the CSA Cultural Ambassador Program** - Six students from various backgrounds were recruited to serve as ambassadors of their respective cultures and increase cross-cultural understanding within the CSA.
- **Hosted the annual Cultural Day** - a vibrant celebration of Asper's diverse student body featuring cultural booths, food tastings, and a variety of performances.
- **\$10,000 in scholarships** given to ten exceptional international students who displayed good academic performance and participation in extracurricular activities.

General Council Outreach

- **54 General Council members** volunteered 10 hours of their time to community organizations.
- **Most volunteer hours** were completed by Kaiden Kalcsics with 39 hours logged.
- **30 internal events volunteered at**, including our various charity campaigns and professional development events.
- **20 local charities volunteered at**, including Special Olympics, United Way, Canadian Cancer Society, The Associates, Winnipeg Bombers, and more!



Awards

Canadian Association of Business Schools (CABS)

These awards are issued by the Canadian Association of Business Schools (CABS) at the annual Roundtable Conference. They are awarded through a nomination and voting process that includes member school executives from across the country.



Angela Lawrence - Executive All-Star of the Year

Awarded to the Business Student Association executive who best exemplifies passion, dedication, and going above and beyond their typical role or job description for the betterment of their respective business school student communities.

Finalists:

- Betty Mae Ferrer, President of the Year
- Mickael Gier, Executive All-Star of the Year
- University of Manitoba Actuarial Club, Subsidiary Club of the Year

CSA Student Leadership Gala

This year, the CSA hosted its first-ever Student Leadership Gala to recognize the work of student leaders at Asper. Awards were given out to STAGs, CSA General Council, and Committee to recognize exemplary individuals who went above and beyond their roles.

2024 Award Winners

Quinsley Le
Rising Leader Award

Todd de Groot
STAG All-Star

Rutik Patel
STAG All-Star

Victoria Ranville
General Council All-Star

Olivia Velasco
General Council All-Star

Matthew Fullerton
Committee All-Star

Accounting Matrix
Case Competition
Initiative of the Year

Asper School of Business
Accounting Association
Perserverance Award

University of Manitoba
Actuarial Club
Student Group of the Year

Fidelia de Souza
Outstanding Leadership Award

Alysa Param
Committee All-Star



The CSA Council

The CSA is comprised of 9 Executives and 54 General Council positions. Below are the hard-working individuals who are behind the exceptional performance this year.

Internal

Mickael Gier, VPI

Human Resources Coordinators

*Aysha Habibzai
Jenna Buchwald*

EDI Officer

Olivia Velasco

Indigenous Representative

Kristin Fiddler

First-Year Representatives

*Gabriel Perrie
Uyanga Uuganbat*

President

Betty Mae Ferrer

Executive Assistant

Christabel Agyei-Gyamfi

Advocacy Representative

Avery Groeneveld

Finance

Harsh Thakkar, VPF

Accounts Payable

Meet Maniya

Accounts Receivable

Debie Aranzanso

Internal Auditor

Andrew Mckay

Ticketing & Analytics Coordinator

Kristine Garrioch

Data Coordinator

Tommy Bernabe

Marketing

Ashna Sharma, VPM

Content Creators

*Emily Reynolds
Joaquin Manalo
Kaelah Hoffman
Leticia Cunha*

Merchandise Coordinators

*Margaret Bahalla
Reis Best*

Communications Coordinator

Chris Chin

Digital Coordinator

Alexie Lepage

Social Media Coordinator

Juliana Dabalos

Community

Tarun Sikand, VPC

Shinerama Co-Chairs

*Cheswa Musonda
Francine Alcedo*

5 Days Co-Chairs

*Grace Cook
Quirin Stetefeld*

International Engagement Coordinators

*Martina Narvaez King
Saksham Monga*

Professional Development

Nicholas Lu, VPP

Business Banquet Co-Chairs

*Gabrielle Baetiong
Kaiden Kalcsics*

National Business School Conference Co-Chairs

*Marianne Bahalla
Thea Hughes*

External Events Coordinators

*Saad Hayat
Shaelynn Su*

Corporate Relations

Managers of Corporate Relations

*Benjamin Swistun
Kayla Odidison
Khushpreet Somal
Kristen Boychuk
Muhim Sirage
Nicole Adelkhanov
Pablo Mejia Satizabal*

Manager of Corporate Outreach

Evan Adair

Student Life

Angela Lawrence, VPSL

The Commerce Week Co-Chairs

*Habiba Mohamed
Victoria Ranville*

Commerce Cares Co-Chairs

*Jan Yvette Madarang
Divya Singh*

Commerce Socials Co-Chairs

*Amalie Herath
Brooke Naismith*



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