



## **Report of the AUS VP Social – January 14, 2015**

Hi everyone!

I'm really excited to be taking over the VP Social Portfolio for the rest of the year. Since my appointment at last council, I've been working hard on turning around some aspects of this portfolio, and the support I've already received from everyone that I've been working with is amazing. I can't wait to meet and work with all of you.

During my appointment, and from what I've gathered in my first weeks as VP Social, your concerns about the Social portfolio have become visible to me. I've prioritized these issues and with the help of some other execs, we are working through them to create strategies and solutions to implement for this year, as well as carry forward in years to come. One of my main goals for the rest of the year is setting up a structure within the portfolio so that there can be more continuity from year-to-year, as well as a system that allows us to recognize involved students with potential to advance in the portfolio. I'd like to have a system in place so that the standing committees and events (like BdA) under the portfolio are self-operational, allowing the VP Social to take a more executive role and be less overwhelmed by having to be hands-on in every aspect. If you have any ideas about how to engage with Arts students in a social setting, get them more involved in the social portfolio, or something to add or change about the portfolio, please let me know!

### **Bar des Arts**

BdA was one of the first and most pressing issues brought to my attention upon my appointment. It seemed that there were a number of issues with BdA and its operations that were contributing to its financial losses, so alongside the manager team, I've identified the major problems and created a plan to run a more effective and efficient BdA.

The first area where BdA was losing money was in the cost of having a security guard. This was a measure implemented under the previous VP Social that was mandated by the Leacock building staff as a response to an incident that happened with an intoxicated guest last year. I met with Jackie Gregroy, the building director of Leacock, to discuss the case of the security guard, and explain our financial situation. Since BdA just breaks even on selling beer, any costs in addition to that (security, ice, etc.) are pretty much a guaranteed loss that we will incur, as was the case with the security guard. After creating a strategy with the managers on how to compensate for not having a security guard and presenting it to Jackie, she agreed to allow us to have January as a trial basis for not having a security guard stationed outside. If any security issues or incidents occur during this time, that could potentially jeopardize the chances we have of moving forward with no security guard, so we have two managers solely in charge of security, and all staff are trained on precautionary measures to avoid these incidents happening in the first place. As of right now, a large part of the new financial plan for BdA includes the lack of security guard, and thereby, having to pay for that service.

The second area that concerned me was along the lines of accountability for staff. I noticed that the inventory system in place was inefficient and inaccurate, so I've implemented a more professional and industry standard system. This new system ensures that staff cannot give free or extra tickets to friends, and ensures that all cups are being sold and not just given away. Cups are the only area where we actually can make money, so ensuring that people pay for them not only



encourages environmental sustainability when guests bring their own cups, but also ensures that we can start to cover our expenses when beer is sold at cost.

I noticed that there seemed to be a lack of promotion and outreach with BdA, and while we have a pretty steady flow of regulars, I'd love to see some new faces and know that all Arts students are aware of this service and social event that we offer. We're going to be putting more efforts into promoting each week, and promotion around campus for general knowledge of the event and visibility. One other part of the BdA plan that addresses this issue of publicity and engagement with students is outlined in the next section.

For comparison purposes, I've included rough estimates and averages in these charts below, outlining the costs and expenses per BdA under the previous VP Social, and then for myself. This will give you an idea of how much money these new measures that I've implemented will be saving.

**Kyle Rouhani, VP Social – per BdA Budget**

<b>Revenue</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Ticket & Cup Sales	\$508.00	BDA revenue from first semester/ 11 BDAs
<b>TOTAL</b>	<b>\$508.00</b>	
<b>Expenses</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Liquor Permit Cost	\$40.00	
Security Cost	\$112.99	
Ice & Grilled Cheese Cost	\$70.00	
Beer Cost	\$700.00	Average based on weekly invoices
<b>TOTAL</b>	<b>\$922.99</b>	
<b>Total Surplus / Defecit</b>	<b>\$(414.99)</b>	

**Johanna Nikoletos, VP Social – per BdA Budget**

<b>Revenue</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Ticket & Cup Sales	\$550.00	est. based on Averages from 1st Semester; hoping to increase with new strategies for marketing and beer sales
Showcase Fee	\$20.00	
<b>TOTAL</b>	<b>\$570.00</b>	
<b>Expenses</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Liquor Permit Cost	\$40.00	
Ice Costs	\$30.00	
Beer Cost	\$528.00	same # of cases as first semester but promo cases subbed in at a 1 in 4 rate (for every 4 cases purchased,



		1 is a promo case)
<b>TOTAL</b>	<b>\$598.00</b>	
<b>Total Surplus / Deficit</b>	<b>\$(28.00)</b>	

### **BdA Departmental Showcase**

BdA used to have a “departmental showcase” each week where departments could name/theme the BdA after themselves and table there; using it to sell tickets to events, promote events or their organization, etc. This hasn’t been happening in recent BdA history, so this semester we’re bringing it back. These showcases will serve a multitude of purposes that benefit both BdA and the departments. Departments will now have the opportunity to fundraise at BdA by selling grilled cheese and any other food that you wish to bring in (samosas, bake sale, etc.). As a department being showcased, you will have the opportunity to choose the theme for that week’s BdA alongside our publicity managers. We ask that if your department is being featured, you assist in promotions; highlighting BdA on your listserv that week, sharing the event on your Facebook page or group etc. Groups will pay a small fee to BdA to fundraise by selling food or anything else that you’d like (apparel, tickets to an upcoming event, etc.). This table outlines how this strategy is a win-win for BdA and the departments:

<b>Bar des Arts</b>	<b>Departmental Associations</b>
-Outsourcing food sales to simplify operations	-An additional way to fundraise on campus
-Assistance with outreach and publicity (departments are incentivized to publicize since the more customers that week, the more food they can sell)	-Additional awareness & publicity from being showcased at BdA
-More customers brought in from reaching out through the departments and increased promotion through outreach	-A chance to use your showcased BdA as an informal social event for students in your department

We’ll be starting the Departmental Showcases as early as January 2<sup>nd</sup>’s BdA. If your department is interested in being showcased, fill out this Google form ([https://docs.google.com/forms/d/1qGs87czayLRboH2EAX2zjaoa\\_Xjz7wgRi3WSbPvfbD4/viewform?usp=send\\_form](https://docs.google.com/forms/d/1qGs87czayLRboH2EAX2zjaoa_Xjz7wgRi3WSbPvfbD4/viewform?usp=send_form)), and we’ll schedule a date when your department can be featured. This initiative is only in its early stages, so if all goes well, there’s potential to expand this initiative and increase the way that departments are integrated into the events portfolio.

### **EPiC**

This committee had already been chosen by the previous VP Social, and had worked on planning Oktoberhaus and Stache Dash in first semester. I wanted the committee to be more diverse, so I re-opened the application pool that and re-evaluated all the applications that the previous VP Social had on file from the first and second calls for applicants. I chose a few additional members to add to the committee, and I’m confident that the committee we now have is a combination of experienced individuals, along with younger students who are keen to learn and be involved. My goal with EPiC is to ensure more continuity from year-to-year, and so when the new



VP Social is elected, I will suggest that the executive positions on EPiC be chosen from members that are already on the committee and have learned from the events we work on this semester. With the new team, we have already begun working on plans for 2015, and will soon be able to report on an upcoming Arts faculty social that we're planning, as well as an exciting collaboration with a Montreal-wide event. This semester, I anticipate we will plan about three to four events, as well as begin setting up a framework for next year's EPiC committee and how to have a more sound infrastructure in place within the portfolio to ensure that the new VP Social has the tools and support system required to plan large-scale events for a faculty of our size.

### **EPiC Committee Updated Member List**

#### Co-Chairs:

Christine Koppenaal & Aleks Djurdjevic

#### Committee Members:

Lucy Nelson

Nisi Nixon

Minaal Javeer

Claire Toole

Luis Carlos Pombo

Taylor Maguire

Gaby Gerecht

Max Cordeau

Egor Federov

David Tamrazov

### **Orientation Planning Group**

I attended the OPG meeting on November 14, 2014 – OPG is a group that meets all year long to plan Frosh for the upcoming year. It consists of the executives in charge of Frosh from each faculty association, as well as the SSMU VP Internal, and many members of the Campus Life & Engagement staff whose jobs focus largely on Frosh. This meeting was to discuss the post-orientation survey results, and the general feedback received this year was a lot more positive than in years past. We've noticed a trend in recent years that positive feedback has been increasing and negative feedback decreasing, which continued this year. Many of the large-scale problems that students would address in their complaints were not seen this year, with feedback this year focusing on more detail-oriented types of considerations. The main feedback that we took away from the survey this year in relation to our Faculty Frosh is to communicate and coordinate with Froshies better so they feel like the event is more coordinated and less disorganized. We got a lot of feedback about providing alternative food options, and as a fellow vegan, this is a point that I think is important and should be a larger focus of ours moving forward. We also got a lot of feedback from students who said they would have enjoyed having smaller groups and more information on how to get involved. Both of these points are things that I think make sense moving forward; we have so much interest from students wanting to be Frosh leaders that we could definitely hire more Leaders to make the groups smaller. Integrating the AUS and information about how to get involved with incoming Arts students is a high priority of mine for this Frosh, and I will be working closely with the newly elected VP Social in March to discuss ways in which we can make this happen. The dates



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for Frosh 2015 will be September 1-6 (Sept. 7 is labour day), with Discover McGill on September 1<sup>st</sup>, and then the SSMU and Faculty Frosh events from September 2<sup>nd</sup>-6<sup>th</sup>. Frosh will be taking place during the first week of classes, which will present a challenge for this years' Frosh Committees, but this kind of arrangement has been done before without a problem.

Respectfully Submitted,

Johanna Nikoletos

AUS Vice-President of Social Affairs