



That 70s Frosh Official Report to Council, 21st September 2016

Introduction

This report will inform the AUS council and members-at-large about the planning and execution of the Arts Undergraduate Society's 2016 Frosh. It will be broken down into Pre-Frosh and Frosh, and then further broken down by day.

Pre-Frosh

This year's committee positions differed from years' prior notably the changes for sponsorship, logistics, interfaculty, and implementation. Sponsorship has typically been a position shared by 2-3 people, but this year it was only one coordinator. This change was made alongside changing the commission structure for sponsorship coordinators as traditionally they were paid commission for both in-kind and monetary sponsorship, which proved to be very disadvantageous to the AUS. This year, there was only commission given on cash with an expectation of acquiring in-kind. As well, the Montreal Crawl was moved out of the Sponsorship portfolio and put into the roles of Logistics coordinators. There was one Logistics coordinator hired for each side of the Montreal Crawl (east and west). There was also only one Implementation coordinator hired rather than two, and there was the addition of the Interfaculty coordinator. The Interfaculty Coordinator was a new role introduced this year in order to replace the responsibilities that SSMU usually held (Beachday and the concert). This role was extremely useful, and ensured that the Faculty Froshes successfully separated from SSMU.

One of the committee's first major undertakings was the hiring of leaders and o-staff. As elections for the AUS were earlier this year than years prior, we were able to conduct leader and o-staff interviews before finals – beneficial to our candidates and committee. There were over 600 leader applicants and 200 o-staff applicants for 250 and 110 spots, respectively. Taking last year's recommendation, our committee interviewed o-staff applicants as well which was key to fairly hiring our staff. All applicants applied through Campus Life and Engagement and were interviewed by 4-5 committee members. Last year, a frosh blacklist was implemented between Campus Life and Engagement and the faculties so we were able to make informed hiring decisions to avoid those who have already been problematic within frosh.

Over the summer, coordinators met on Monday evenings, with coordinators who were out of town calling in. Coordinators went on a faculty specific retreat, and an all-frosh retreat during the month of May and were trained on various topics by Campus Life and Engagement, the Office of the Dean of Students, and Office for Students with Disabilities. During all-frosh retreat, all of the coordinators also participated in position specific break out groups. The Vice-President Social Affairs and Co-Chairs also attended Internal Orientation Committee with SSMU and the other faculties weekly, and Orientation Planning Group monthly.



The week before frosh was registration, with 7 days of tabling at the Y-intersection. Arts Frosh sold out on August 28th, 2016, but we still had hundreds of interested students approaching our table to register. My recommendation to next year's committee would be to look at increasing the Frosh cap although this might not be feasible given the restrictions of event venues around Montreal. At the same time, leaders and o-staff were being trained for their roles by frosh coordinators. The frosh coordinators were trained by Campus Life and Engagement to train the staff in core and skills training. Core training focuses on learning the basics on the roles that Frosh staff have during the week, the effect they can have on froshies experience and learning about how and why certain Frosh norms exist. Skills training focuses on learning practical skills that Frosh staff need to have to be awesome at their job. Both groups were then led in faculty specific training by Jeremie Ponak, Chief of Staff, for leaders and Nicole Pennington and Luka Ryder-Bunting, Heads of O-Staff, for the o-staff. Those training sessions went into the logistical aspects of Arts Frosh.

Crash Pad was a new initiative started by SSMU for frosh, offering for students who lived off-campus a place to sleep in the SSMU building for each day of frosh. This program was a huge success and I would recommend for Arts Frosh to support it again.

Frosh

General: MSERT and Red Frogs were available at most Arts Frosh events, and at each night event. Both groups are treasured partners of Frosh and we can't thank them enough for helping Frosh run safely and inclusively!

Wednesday, August 31st, 2016:

This year, the start time for Frosh had been pushed back to 5PM by the request of the Advising Office and Administration. With this late start time, we were unable to do the traditional Carnival day that we typically have on the first day of frosh. Jeremie Ponak, Chief of Staff, and Amanda Hills, Director of Inclusivity, worked very hard over the summer in order to reinvent group formation in order to minimise leaders taking froshies from the line and making the left-behind froshies feel rejected. With their changes, we were able to run group formation in 45 minutes rather than the 2 hours that the process usually takes. After group formation, groups stayed on lower field for some bonding games and activities before heading to their group rallies and the night event. The night event had an all-ages room with a band with an 18+ room upstairs with a DJ. The line at the first event became quite long at times, so I recommend for next year's committee to coordinate staggered arrival times for different groups as well as communicating more clearly with security before the event so that we can share that information ahead of time with leaders and their groups.

Thursday, September 1st, 2016:



On Thursday, we had our traditional Carnival day on Lower Field with different games, sponsors, and food available. The Carnival day ran at the same time as Boat Cruise this year, something which was unavoidable with the tight availabilities from both the boat company and the inflatables company. In the future, I would recommend for the committee to book these services as early as possible. Despite the overlapping, both events were well attended and participants enjoyed both! In the evening, we had the All-Frosh concert which was run by the faculties with Dare2Disrupt. This year, the concert had two equally big venues with Ty Dolla \$ign as the rap talent at Metropolis and Borgeous at Olympia for EDM. Both concerts were a huge success and a great collaborative effort from all coordinators.

Friday, September 2nd, 2016:

Friday was the first day of class, so we had optional programming throughout the afternoon until the Montreal Crawl. This year was the first year of the Frosh Football Game with McGill Athletics. The tailgate portion of the game was not very well attended which was expected since it was an optional activity during class, and many more froshies attended the game. The football game served as good all-ages event for those who did not want to participate in the Montreal Crawl. The Montreal Crawl this year was reinvented in order to promote more inter-group fun with some spots featuring several groups for longer time so froshies can meet more people outside their groups. After a long day of class and the Montreal Crawl, as well as Beach Day the next day, we did not have many groups come to the night event so I would recommend that committee keeps this in mind for their venue bookings next year.

Saturday, September 3rd, 2016:

Saturday was the first Beachday that was run without SSMU and solely by the Faculty Froshes. We partnered with Sharethebus who ensured that all of our students were transported safely to and from Beachclub. Beachclub has new management this year, and therefore a new security team with whom we had some growing pains in the first few hours of the event. This year we also made sure to over-purchase food as well as indicate more clearly where food would be served which ensured that all of the participants were fed. The night event was Science's movie night of Finding Nemo.

Sunday, September 4th, 2016:

The first Sunday morning event was breakfast on Mount Royal. This event was well attended and was a collaborative effort between Arts, Science and Education Frosh. Then, we had Tam Tams and Piknic Electronic. This was Arts Frosh first year of attending Piknic Electronic and it went well although it had lower than anticipated turn out. I would recommend hyping up this event more if it will be part of next year's programming. Our last night event was with Management Frosh and had several froshies from different faculties trying to sneak in. My recommendation for next year would be to make it more clear amongst faculties the rules around events.



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Conclusion

As a whole, this year's Arts Frosh went great and had few hiccups between Frosh and external parties. I am excited for next year's frosh to be even better!

I'd like to thank my committee (Jeff, Egor, Nathan, Luka, Kyle, Anthea, Nicole, Jeremie, Stephanie, Ramy, Kieran and Amanda), Aleks and from Campus Life and Engagement, Ila and Nellie from Arts OASIS, the AUS Executives, Ramzi Cotran from the MUS, Ziyaan Harji from the SUS, and most of all of our leaders, our o-staff and our froshies.

Respectfully submitted,

Kat Svikhnushin

AUS Vice-President Social Affairs