

Sheridan Student Union 174 Meeting Minutes Davis

16th March 2016

Members in Attendance:

Michael Burnside- Chair of the Board
Nicolas Mazur - Director
Rachel Pusateri – Director
Russel Neal – Director
Kaushalsingh Devda- Director
Muhammad Tayyab Asrar- Director
Shanise Collins - Director
Krittika Malhotra – Director
Sunny Pathak-Director (left approximately 8:30pm)
Gurpreet Singh-Director
Marina Qureshi – Secretary, Director

Members Absent:

Xinxin Zhang – Director

Ex-Officio Members

Sylvia Ibrahim- President
Jamie King- General Manager
Kaitlyn Di Ilio- Project coordinator and CRO
Enrique Ponce- Executive Vice President

Guests

Maria Lucidio Bezely
Lisa Piccolo
Sharon Aitken
Andrew Ness
Tyler Bogaert - Candidate

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Call the meeting to order at 7:06pm

Be it resolved that the Sheridan Student Union Board of directors approves of the current agenda.

First by Rachel, Second Muhammad

Motion Passed

Be it resolved that the Sheridan Student Union board of directors approve postponing the review of the past meeting minutes to the next meeting.

First by Rachel, Second Muhammad

Motion Passed

HMC2a

Introductions of our guests, Tyler and the college exec.

Jeff thanks everyone for giving them time on the agenda, and want to highlight with respect with what they have been up to at HMC. A portion of the facility must be a local share, and they saw a success with HMC 1 and the provincial government wants to help us through funding. The local share involves funding. They are looking for a partnership with the fundraising campaign, and want to know what would work for them.

Sharon thanks everyone for having them today. Most of the slides that are shown have pictures of the HMC2a project. Sharon wants to emphasize how important it is to have the president and exec team with us with a donor.

Two things that she thinks are important to the BOD, Lisa is the VP of Advancement and external relations and Advancement is about how we advance the vision, mission and journey to provide an exceptional educational experience. There are 5 directors responsible for marketing (managing the brand and what kind of marketing is it, building on the brand, how to help at job fairs with office of the registrar, digital strategy, how does our social media channel look like, communications – engaging to our stakeholders, on behalf of stakeholders, two directors for fundraising) There is one main goal, that is to provide exceptional education. The second is Campaigning and what a fundraising campaigning means. 72% of the way there and anticipate by the end of the year that they will be 100% of the way there. What does the campaign look like and what does it mean? There are six factors:

1) Who are your Donors? -Supporters Philanthropists (have been successful and want to give back) 2) What are you fundraising for? -Building a case for support. 3) Where do you find support? -Look to new and old friends and partners 4) When? It is all about the right timing 5) Why? They give because they feel connected to the institution and want to give back and they value the relationship they have with the institution and supporting them is how they do it 6) How? Research, engagement, listening to Jamie, Sylvia, Michael and Russel. Mississauga development and international student scholarship.

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There are two main goals which are scholarships for international students and capital support for HMC.

Sharon indicates what the shared values are, staying connected, graduating job ready, providing an exceptional learning environment, to enhance the student experience. She commends the step to be involved in the Annie Awards celebration and the Intranet initiative, Chancellor ceremony and the leadership symposium, framing what student space needs to look like going forward and the strategic development over the next 3-10 years. Providing the right space, right time and right place is part of the goal. The building will open September 2016, and will have a new public art gallery, bicycle garage and two bike room showers, 29 new classrooms, and the creativity commons which will take up most of the first floor, changing what student life will look like at this campus. Close to 5,600 students will be at this campus (arts, business, science and technology). It will be an exciting and enriching environment and is asking how the Student union will help build this environment. They have been working with many community leaders and vendors (Bonfield) old partners, new partners to get behind a commitment. They are looking to provide a unique proposition that is meaningful to the board. The Alumni Association has given 500,000 to the campaign. The request is to match the Alumni gift of \$500,000 and invest in our students as a partner with Sheridan and pay it forward. How do they recognize the Student Union's gift? They create joint press releases, working together and make sure that they value and understand what is important to the Student union and the recognition that they deserve. They create plaques and focus on plaque placement maximizing recognition.

The city, federal government and provincial government have given support. The total of the project is a \$140 million project. Sheridan has given \$34 million toward the project themselves.

Motion Shanise, Second Russel to have a 5-10 min break Enrique.

Michael: Jamie has been very pleased with the relationship and discussions happening with the college. He has seen evidence on a lot of partnership and the joint work on the student transit survey. When it comes to the discussion with 2a and there has been a lot of openness to find shared goals. The only caution is to be cognizant of our ability to financially participate. He see that there is both the capital and the

Jeff says that they aspire to do more and make the relationship stronger. They have agreed to begin in April meeting on a monthly basis with the executive meeting and keep the lines of communications, with a standing meeting.

Michael is concerned that students want to know more about the phase 2 portion and seeing that discussion.

Sharon responds saying that strategically they want to continue to engage the students and should consider both.

Russel says that the BOD and the Sheridan Student Union is excited to be a part of this project. We wanted to learn a little more about the overall structure and the overall funding of HMC2.

Sharon breaks down the key funding's \$9 Million from Sheridan supporters, \$6 million land donation from the City of Mississauga, \$15.6 million from the Government of Canada and \$75.6 million from the Province of Ontario. Sharon will share the full details of the breakdown to Jamie.

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Russel would like to know what places the Student union can be involved in the new space and expand our own presence and Sheridan presence and would like to open up the funding option. Russel asks to be involved with the student perspective in the future. Michael requests to speak to the exec in the future.

Transportation Survey

Motion for an extension to the time line moderated by the chairman.

First: Russel Seconded: Rachel

Motion Carried

Katie debriefs on the last meeting and updates the board on the latest information that was researched.

She clarifies that the reasons for enhancing the shuttle bus are that the survey indicated that there was a lack of interest in a universal pass from students, and that there are two main issues that the Student Union faces with the shuttle. The first is that many students complain about the service not meeting their needs and the second is that the current funding model is not financially realistic in the future. Katie, Jamie and Sylvia have modestly estimated the funding models that are available for an ancillary fee and a pay-per user fee. The current cost for the shuttle is approximately \$900,000. The original deal with the college was to split it 50/50, however the college is paying more of this now that they have added a second bus. With the assumption that there would need to be enhancements made to the shuttle service (adding another bus) the total cost would be approximately \$1.2 million. With 20,500 fee paying students and taking into account the different enrollment numbers (fall, winter, spring) the total per term per student would end up at approximately \$24-\$25. It was found that there was approximately 21,000 unique rides in the fall term of 2015, to account for all three terms (fall, winter, spring) the estimation was made that there would be approximately 47,000 unique rides in a year. (21,000x2 +5,000). The total cost 1.2 million was then divided by the number of unique rides 47,000 to find that it would cost students \$25.50 per trip which would need to be subsidized. At this price, even if subsidized, and assume that the college is no longer able to continue funding, the cost would still be the same cost if not more with the enhancements. Katie advises that the board focus on Recommendation 2 and 3 as they will provide the direction. They should amend the first recommendation to not include the pay-per use option because it is not financially realistic and then if the first recommendation is a point of contention, they should get more information on it before voting.

Marina points out that we could have the opt-out option for students. Sylvia points out that many students who don't need the shuttle bus, would cause 6,000 students wanting to opt-out.

Nicolas: Make it cheaper in other ways, and also to listen to the sound recommendations that have been made

Shanise reinforces that we need to make sure we have a better communication and engage students to extensively.

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Russel: Have the demographics changed here at Sheridan and will there be a similar demographic in the future? He explains that the reason for the survey is to not be the ones fully responsible for making the decision. He says that they should be listening to the survey and that there is a lack of interest in the U-Pass, and instead we should be asking the students what they want (through the process of a referendum).

He says that he thinks that we should hold referendum to fund the shuttle bus and follow recommendations 1, 2 & 3.

Shanise points out that it is important for us to know what is going to happen if the students vote no in the referendum. She wants to know that students are being fully engaged and are aware of all of the details of the transportation survey. They should be aware of the ramifications for voting no and there should be an extensive campaign for referendum.

Jamie says that the students have to be prepared to explain why the shuttle bus will no longer be used.

Mohammad points out that if we were to go to a pay per-use model we should also be sure that the faculty and staff who are using the shuttle are also paying for the service.

Be it resolved that the Sheridan Student union Inc. Board should make an amendment of the motion to the third recommendation to say the “negotiated cost”.

**First: Shanise; Seconded: Marina
Motioned Carried**

Be it resolved that the Sheridan Student Union inc Board should make a statement surrounding our understanding of a lack of student interest in a UPASS, and publish the results of the 2015-2016 shuttle bus survey results.

Russel and Sunny

Motion Carried

Be it resolved that the Sheridan Student Union Inc. Recognizes the importance of municipal transit to a majority of students at all three campuses, aim to build more effective dialogue between the SSU and municipal transit partners in order to find ways to better their services, as well as look into potential ways to enhance student access to PRESTO services and potential discounts where possible.

First: Russel, Seconded: Marina

Motion Carried

6 in favour

4 abstain

0 against

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Be it resolved that the Sheridan Student Union inc. should explore ways to enhance the shuttle service with the College using survey feedback, and proceed to coordinate a referendum in the 2016 fall term to establish an ancillary fee to cover the negotiated cost of the enhanced shuttle bus service.

First: Russel, Seconded: Kaushalsingh

Motion Carried

Be it resolved that the Sheridan Student Union approve the adjournment of the 174th board of directors meeting at 9:05pm.

First: Rachel, Seconded: Krittika

Motion Carried