

*sheridan
student
union*

**2018-2019
ANNUAL REPORT**

HELLO, WE'RE THE SHERIDAN STUDENT UNION!

The Sheridan Student Union (SSU) is an organized body that represents the full-time and part-time students of Sheridan College.

Since 1975, the mandate of the Sheridan Student Union has been to promote and advocate for the interests of the student body – be it academic, social, cultural, or otherwise. Today, the Sheridan Student Union continues to be an advocate for you within the Sheridan community.

Simply put: we exist to serve you, the students! We unite the student body through our programs and services and are responsible for the representation of students within the Sheridan College community. We strive to safeguard your best interests of the student body throughout the whole year, and are always looking for ways to improve the student experience.

WHAT IS AN AGM?

The Annual General Meeting is a mandatory meeting held once a year to:

- Approve the audited financial statements, including reports to the board.
- Approve amendments and additions to bylaws.
- Transact any other business.

WHY IS THE AGM IMPORTANT?

It provides members (that's you!) with the opportunity to be active in setting the direction of the Sheridan Student Union. We want to make life better for students, but we need you with us. We want your ideas, input and feedback. Students have the power to make real change on campus and in the community, and this is our chance to do just that.

Sheridan Students,

The end of this term marks the end of my time serving at the Sheridan Student Union after 4 incredible years. It was yet another exciting year that I wanted to reflect upon and share some thoughts on what the SSU has accomplished this year as a team.

Serving in my capacity as President, I have always been proud to be a catalyst for change and improvement! This year we saw the integration of a new Clubs platform called Clubs Corner and a new mental health service called Empower me, which will surely enhance the well being of Sheridan Students for years to come. This year also saw the collaborative work of the Student Refugee Program bring our third student in to the Sheridan community, which showcases the SSU's and Sheridan college's commitment to meaningful partnerships for projects that have impact.

Throughout my time at the SSU, collaboration has always been an important part of what we do, working together to enhance the student experience. This year, we continued this effort by working on collaborative events like International Thanksgiving, the Student Leadership Conference, Polar Plunge, which have all become staples within the Sheridan community. Aside from events, our Student Leadership team continues to engage in committee work that represents our diverse and vibrant student population to ensure they are well represented and we bring forward concerns to the right stakeholders and facilitate actionable outcomes.

None of this work would be possible without the combined efforts of the passionate student leaders and you, the students, who tell us what's important to you. I'm excited for the SSU's continued work in meeting the needs of our students and am especially proud to leave the organization with a Strategic Plan in place to ensure we continue to keep student led values in mind with everything we do.

Congratulations on your perseverance and dedication this year, Sheridan!



Enrique Ponce
SSU President



AGM: TIPS AND TRICKS!



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WHERE ARE AGMs HELD?

The AGM is held at each campus, rotating between HMC, Trafalgar, and Davis every year.



WHO IS THE SECRETARY?

The secretary is responsible for taking minutes during the AGM.

The official minutes are then posted on thessu.ca for reference to all interested parties.



WHO IS THE CHAIRPERSON?

The Chairperson is selected by the Board of Directors and they facilitate the meeting itself.

The Chairperson shall not be entitled to vote at a meeting of members except in the case of an equality of votes cast on a matter; and then only to break such equality of votes.



HOW IS A MOTION PASSED?

A majority of the votes cast by the members present, in person or by proxy, shall determine if a motion is passed.



WHO ARE MEMBERS OF THE CORPORATION?

It's totally you!

Each student who has paid the student activity fee is a member of The Corporation unless, or until, his or her membership is terminated.



WHAT IF A MEMBER CAN'T ATTEND?

A member may appoint another voting member of the Corporation to attend and act on their behalf as their proxy at a general meeting of members. Proxy forms must be completed prior to the start of the AGM (don't forget!) and can be found at thessu.ca



HOW CAN I SPEAK DURING THE MEETING?

Easy-peasey!

Just raise your hand and wait for the Chairperson to address you. After they have given you the floor you may speak your mind.

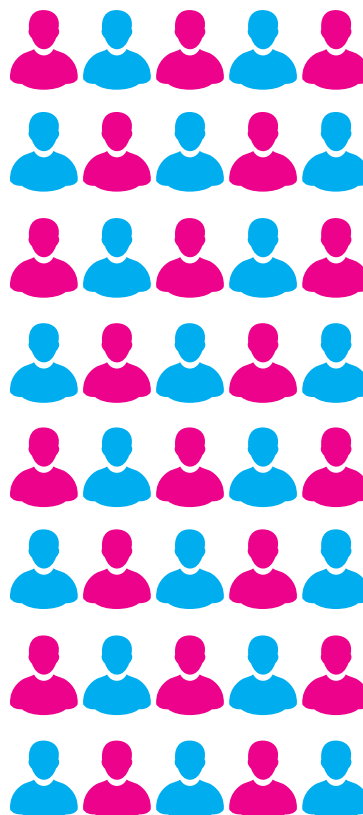


WHEN DO I VOTE?

Voting happens when a motion (idea/change) is put forward to the membership for a vote. You will then be instructed to vote for or against the motion.

HOW MANY MEMBERS NEED TO ATTEND THE AGM?

Quorum at any general meeting shall consist of twenty (20) members present in person (including existing directors of the board).



• AGM PRO TIPS! •



Ask questions about topics discussed.



Provide feedback and have your voice heard.



Vote YES or NO on motions that are brought forward.

PER TERM FEES 2018 - 2019

SSU FUND		BUILDING FUND		CAPITAL FUND	
2017-2018	2018-2019	2017-2018	2018-2019	2017-2018	2018-2019
\$75	\$80	\$40	\$40	\$10	\$10

**For the 2018 - 2019 term, the SSU also collects a Shuttle Fee of \$13 to help support the Sheridan Shuttle and related costs.*

2018 - 2019 HEALTH & DENTAL PLAN FEES

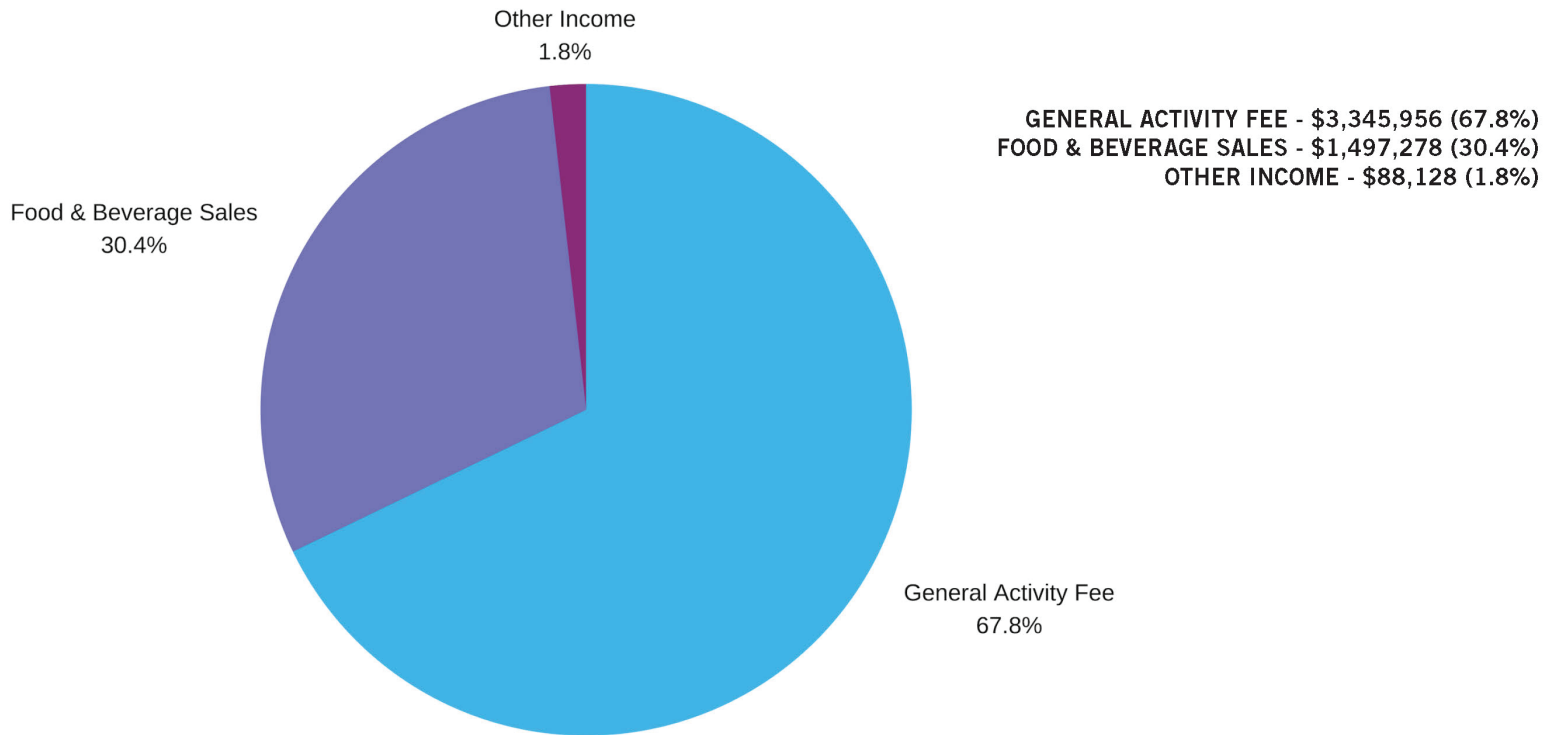
\$285 <i>fall term</i>	\$191 <i>winter term</i>	\$98 <i>spring term</i>
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All SSU fee-paying students are automatically enrolled in the Plan. Coverage includes health, dental, vision, and travel benefits. For more details, head to the Student Union offices, or check out www.studentcare.ca

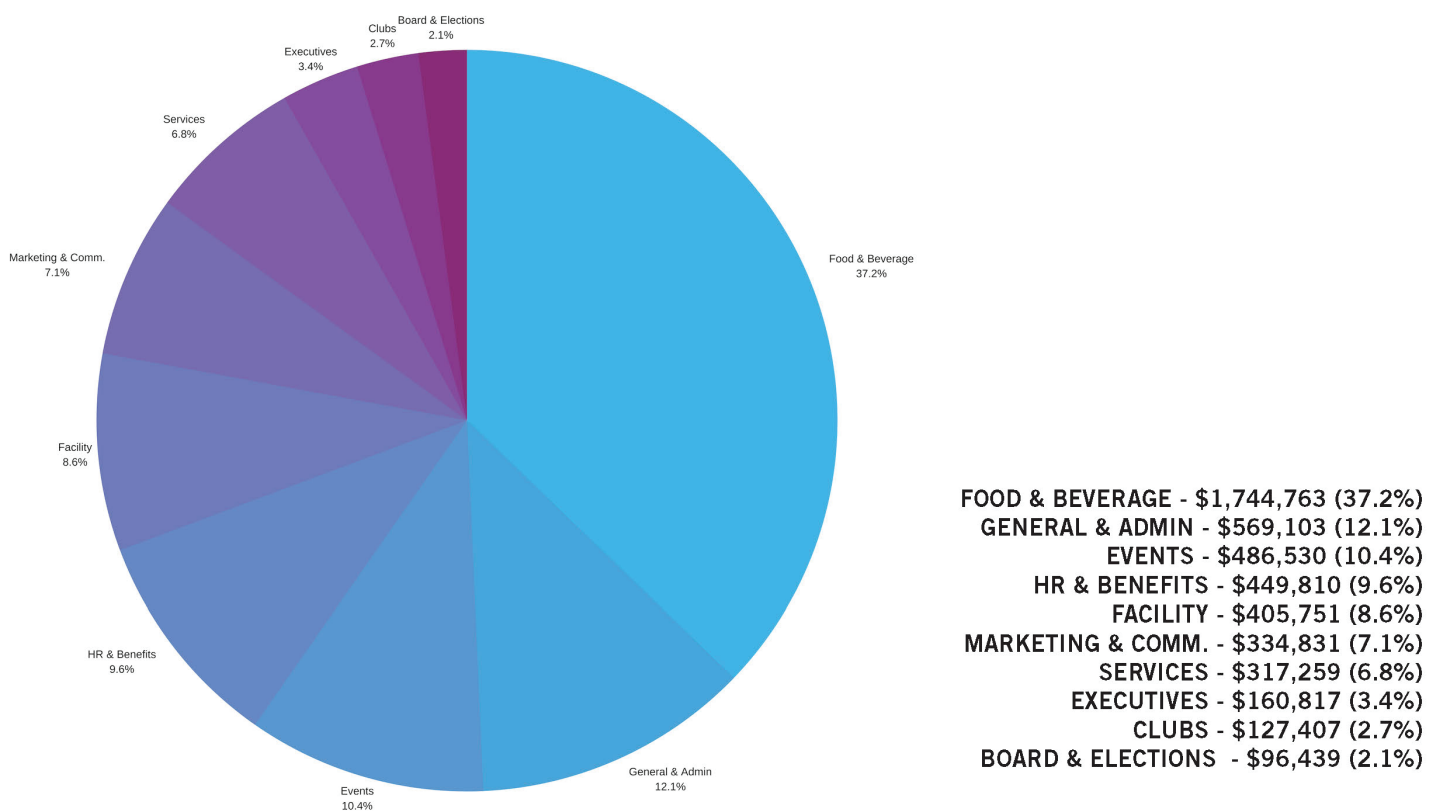
Students with an equivalent coverage plan can opt out of the SSU Health & Dental Plan, however these changes can only be made during the change of coverage period.

more info at thessu.ca/finances

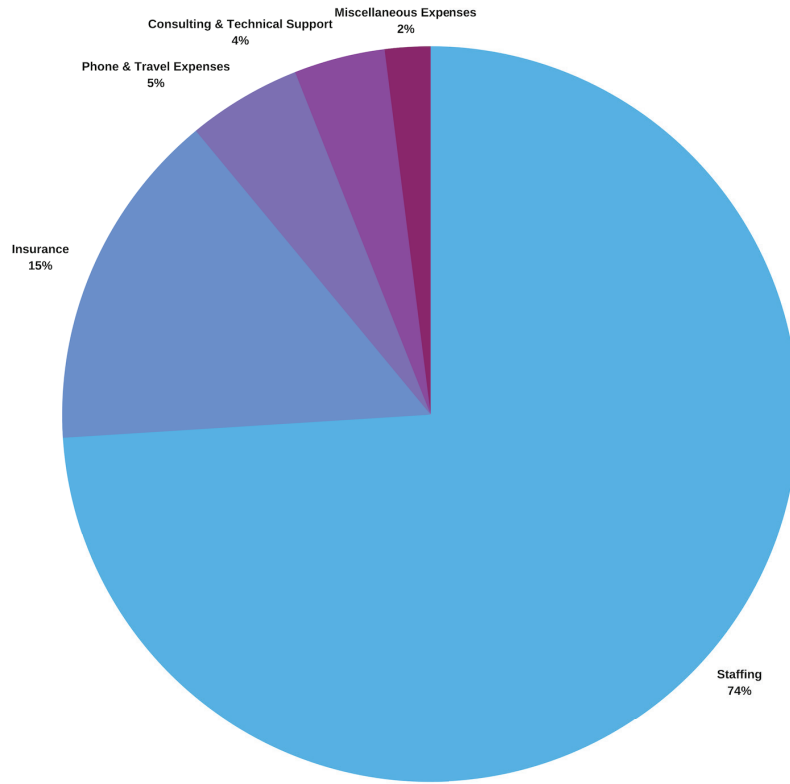
2017-2018 ANNUAL REVENUE



2017 - 2018 ANNUAL EXPENSES

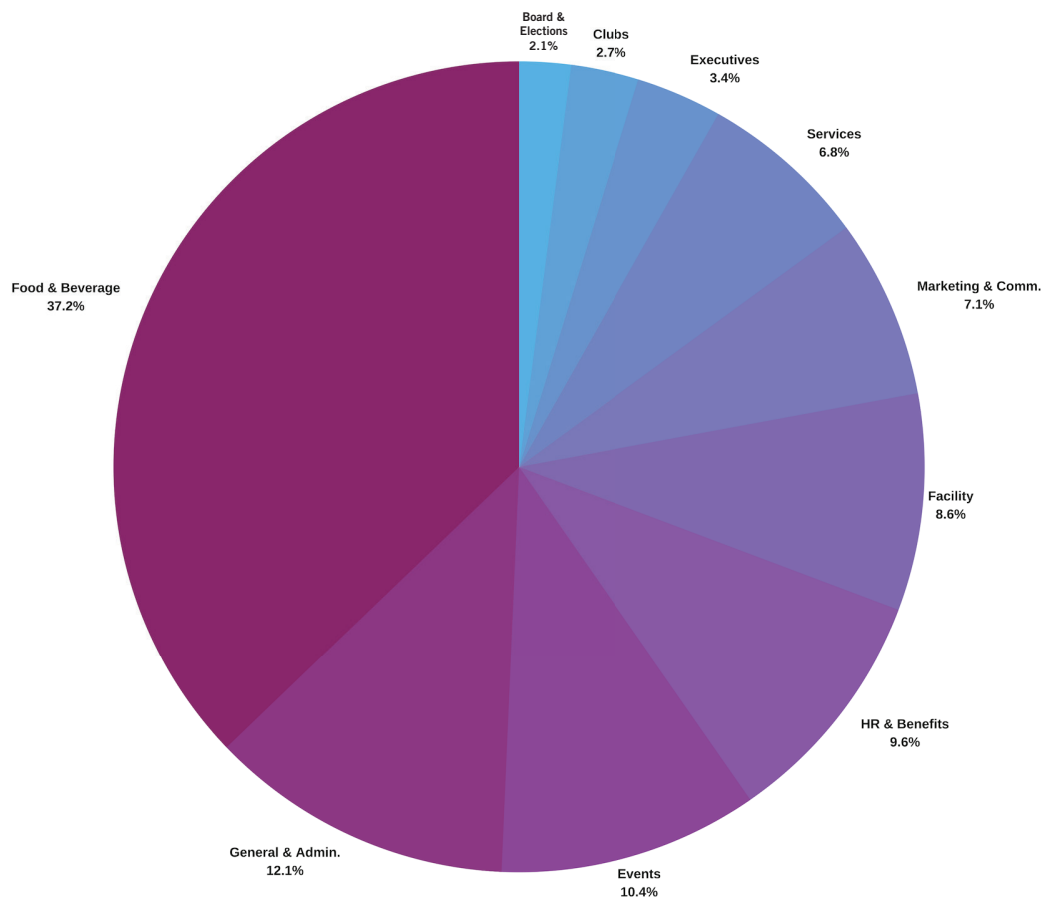


2017-2018 GENERAL & ADMIN EXPENSES



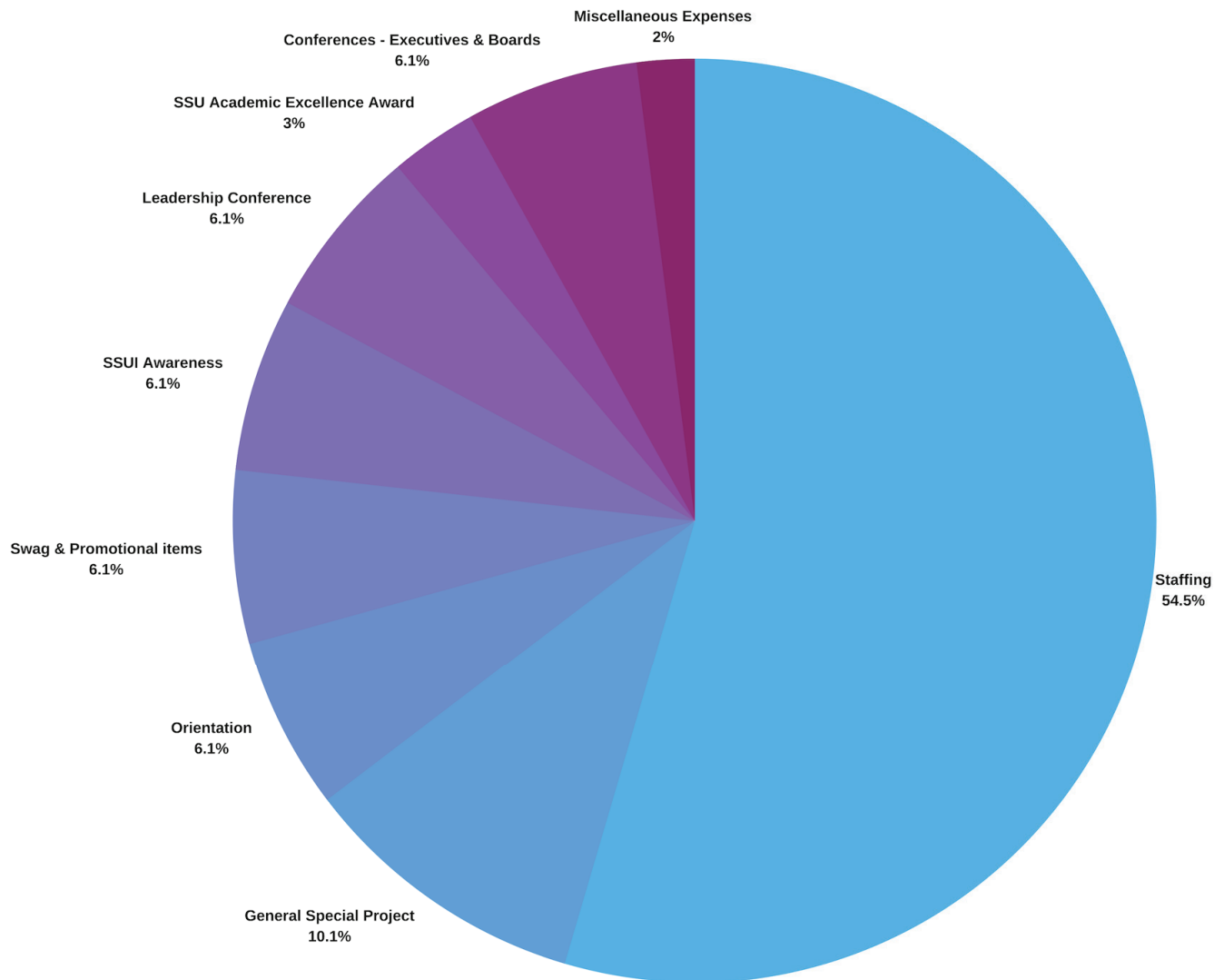
STAFFING - \$421,892 (74%)
 INSURANCE - \$83,879 (15%)
 PHONE & TRAVEL EXPENSES - \$27,790 (5%)
 CONSULTING & TECH SUPPORT - \$21,460 (4%)
 MISCELLANEOUS EXPENSES- \$14,082 (2%)

2017 - 2018 PER CAPITA COSTS



FOOD & BEVERAGE - \$41.10
 GENERAL & ADMIN - \$13.41
 EVENTS - \$11.46
 HR & ADMIN - \$10.60
 FACILITY - \$9.56
 MARKETING & COMM. - \$7.89
 SERVICES - \$7.47
 EXECUTIVES - \$3.79
 CLUBS - \$3.00
 BOARD & ELECTIONS - \$2.27

2017 -2018 EXECUTIVE EXPENSES



COST OF STAFFING (FT) - GENERAL & ADMIN - \$421,892 (74%)

INSURANCE - \$83,879 (15%)

PHONE & TRAVEL EXPENSES - \$27,790 (5%)

CONSULTING & TECHNICAL SUPPORT - \$21,460 (4%)

MISCELLANEOUS EXPENSES- \$14,082 (2%)

2018 - 2019 PRESIDENT HIGHLIGHTS

- This fall, we began work on the SSU Strategic Plan for implementation in Fall 2019.
- In November we held the U-Pass Referendum in support with the Board of Directors to give students a choice on their transit options. We were able to get a great voter turnout with over 24% of the eligible students casting their ballot.
- We sponsored the Night of the Living Devs event for the Honours Bachelor of Game Design program at the Trafalgar Campus.
- In January, we collaborated with the college partners on the KPI Steering Committee to enhance engagement with students.
- This year we are proud to have welcomed our third student from the WUSC Student Refugee Program (SRP) in collaboration with Sheridan College.

2018 - 2019 EXECUTIVE HIGHLIGHTS

DAVIS CAMPUS

- Engaged with over 2000 prospective students with the support of the marketplace and several other community members/stakeholders at orientation.
- Became a part of the Sheridan College Space Committee to ensure the student voice was represented at the committee level.
- Opened up the dialogue with the STC by reaffirming the relationship that the Sheridan Student Union has with the Skilled Trades Centre by supporting, sponsoring and engaging the student body in different ways throughout the year.
- We participated in the Black History Kick-Off Brunch to show the support of Black History Month with several community members, liaisons, and many more.
- Sponsored 3 programs for the Sheridan Skills Trade Competition, engaging with over 100 students

TRAFALGAR CAMPUS

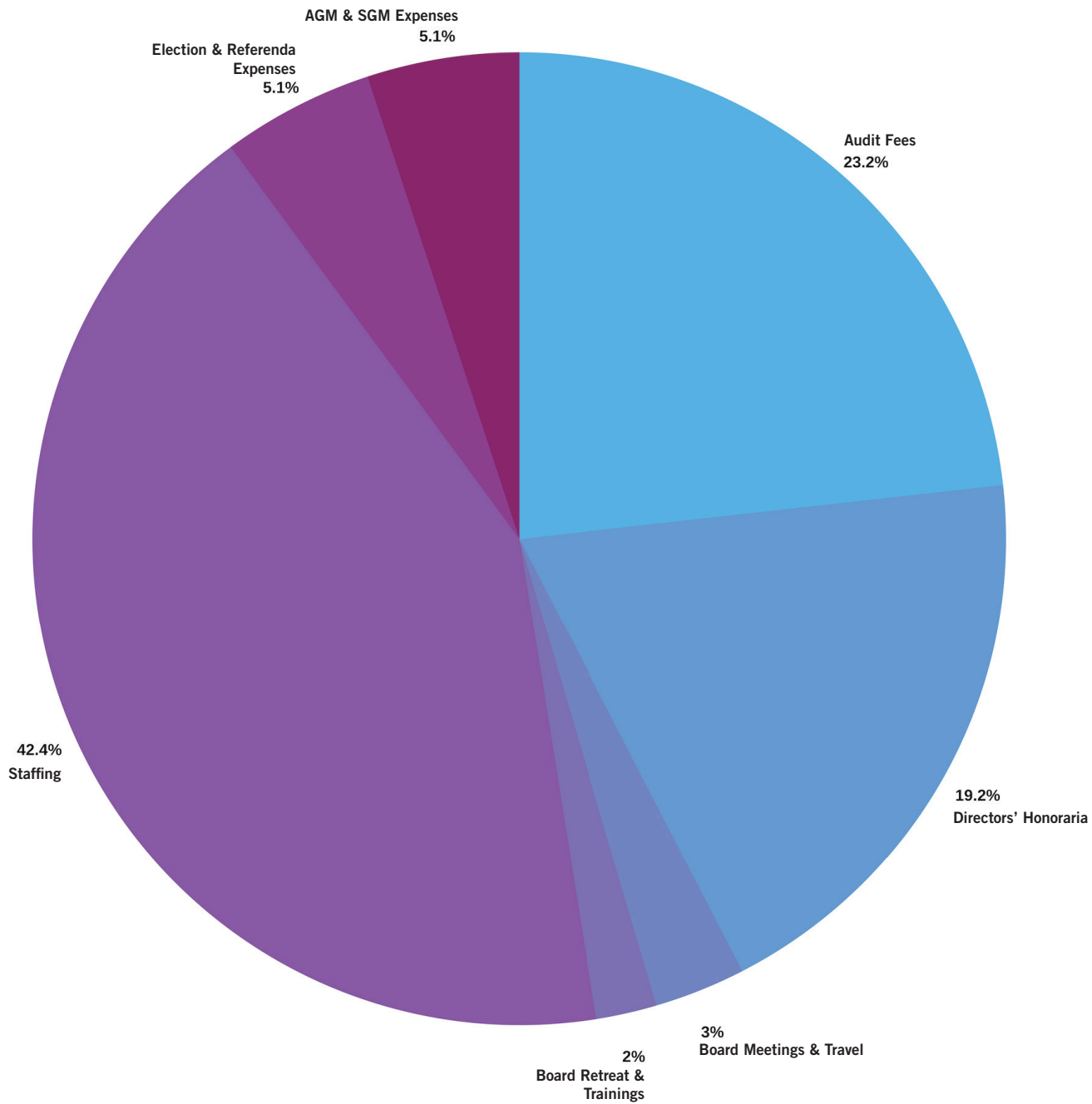
- Ice Tea with Your Vice P began, a chance for students to connect with their Trafalgar VP in a casual and open environment on a consistent basis. The first Ice Tea with Your Vice P podcast premiered on SheridanLife Radio in September. Different student leaders speak each month on topics that are important to them and the student body, and invite other students to share their own thoughts.
- Our Trafalgar team brought the always popular Paw's Room back during Sheridan Wellness Week, focusing on the importance of self-compassion and taking care of ourselves. They continued this spotlight with Beware the Burnout, a Scooby Doo movie night encouraging student to take a night off and think about self-care.
- SSU worked with Sheridan College and community partners to host Sheridan's first Trans Day of Remembrance event, a time for reflection and mourning, as well as a call to action. The SSU Board of Directors later released a statement affirming the SSU's support for our own trans community.
- SSU will be leading our third annual PRIDE Week, in collaboration with Sheridan's Building Positive Space Committee and LGBTQ+ student clubs. This year's theme is "Breaking Down Barriers", we'll be exploring the different barriers people face in their communities and empower LGBTQ+ people at Sheridan to share their stories, and what they are #ProudToBe.

HMC CAMPUS

- SSU hosted it's 3rd annual International Thanksgiving Event at HMC geared to the International student community. 147 students, staff and faculty members attend the event.
- We continued the delivery of our monthly Wellness Wednesdays, Coffee Talks and Movement Meditation. Around 300 students and staff members participated this year.
- 27 departments, organizations, clubs and staff tables were present at HMC's Fall and Winter new student orientation.



2017 -2018 BOARD & ELECTION EXPENSES



more info at thessu.ca/governance

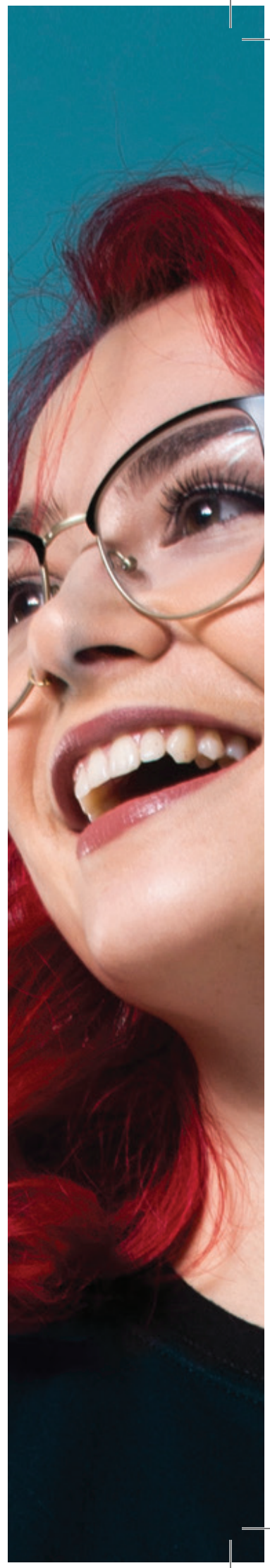
2018 -2019 ELECTIONS HIGHLIGHTS

ELECTIONS INTEGRITY TASK FORCE

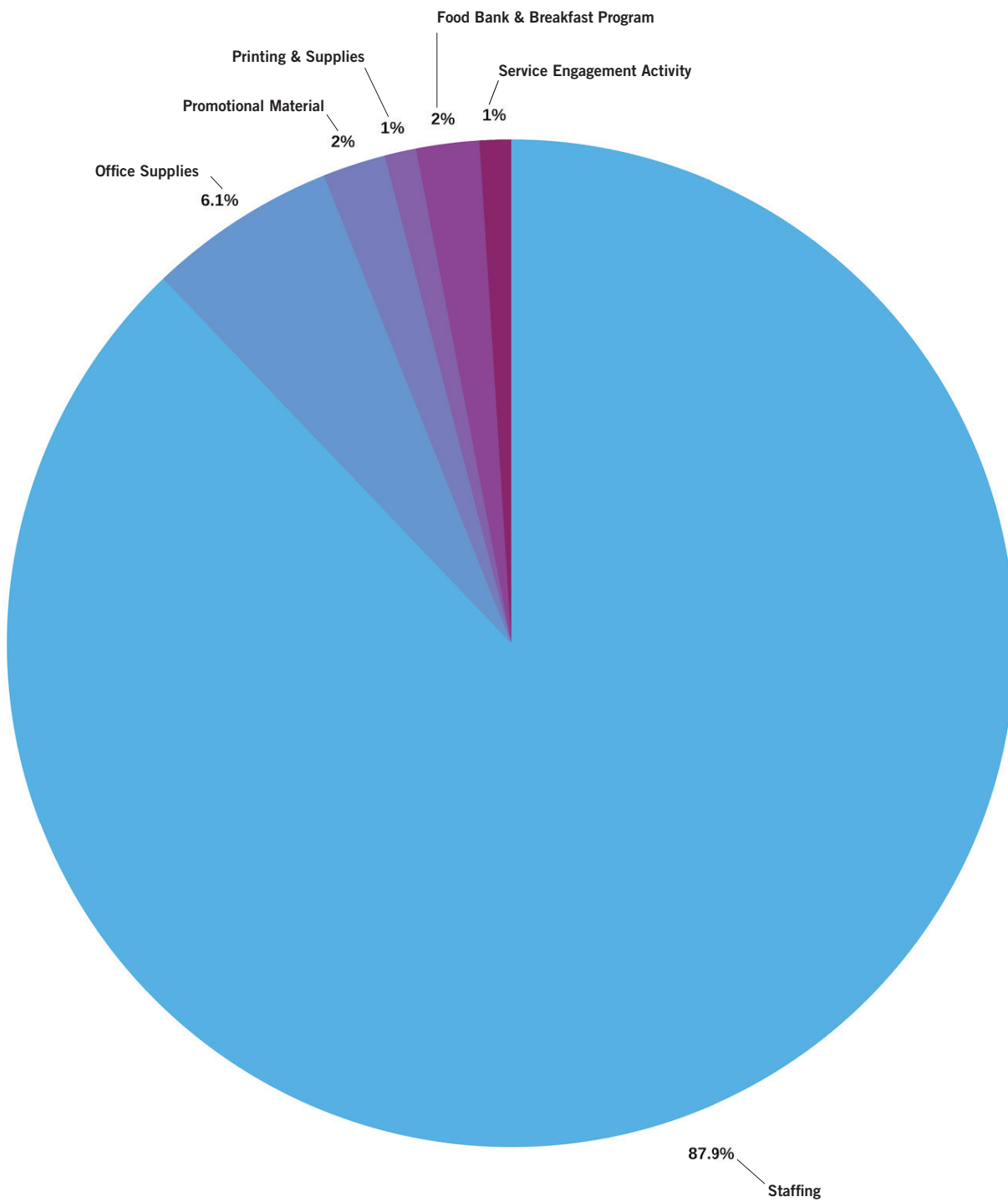
- The SSU launched an Elections Integrity Task Force after the 2018 Fall By-Elections in order to examine challenges related to participation in student elections over the past several years. This Task Force provided insight on recommendations to be implemented in advance of the 2019 SSU General Election.

ELECTIONS REBRAND

- Elections now has a fresh look and feel to it! Be sure to keep updated on what your Student Life Advocates are up to throughout the year, and as always you are encouraged to come to our bi-weekly Board Meetings.



2017 -2018 SERVICES EXPENSES



more info at thessu.ca/services

2018 -2019 SERVICES HIGHLIGHTS

EMPOWER ME

- Launch of the Empower Me Program, a mental health and wellness service that allows students to connect with qualified counsellors, consultants, and life coaches for a variety of issues. All plan members are entitled to sessions delivered in person, by telephone, by video-counselling, or by e-counselling.

FOOD FIRST

- Launch of Gluten Free packages in our Food First program to appeal to a larger demographic of students.

MULTI-LINGUAL SERVICES INFORMATION FLYERS

- Introduction of Services information flyer in the top languages found at Sheridan: English, Chinese, Arabic, Spanish, Punjabi, and Vietnamese. This allows for a number of students to have access to information about our Services. This flyer is also available for download on our website.

OFF CAMPUS HOUSING

- SSU collaborated with the Student Rights office to address issues surrounding a lack of knowledge on student living, tenant/landlord rights, and available housing. We were able to provide more substantial information on available housing resources, emergency housing solutions, bylaws, tenant/landlord rights. Students are now provided with information such as how to find housing, what to keep in mind, or what to do if they are not satisfied with their accommodation. Our easy to navigate pool of resources can be found here: thessu.ca/off-campus-housing

PERKS FAIR

- SSU did their first ever “Perks Fair” which brought in multiple Perk Partners to engage with students and explain exclusive discounts that Sheridan students receive thanks to the hard work of their student leaders. This even brought in companies and organizations such as Toronto Symphony Orchestra, Basil Box, Panago Pizza, Wet n Wild, to name a few.

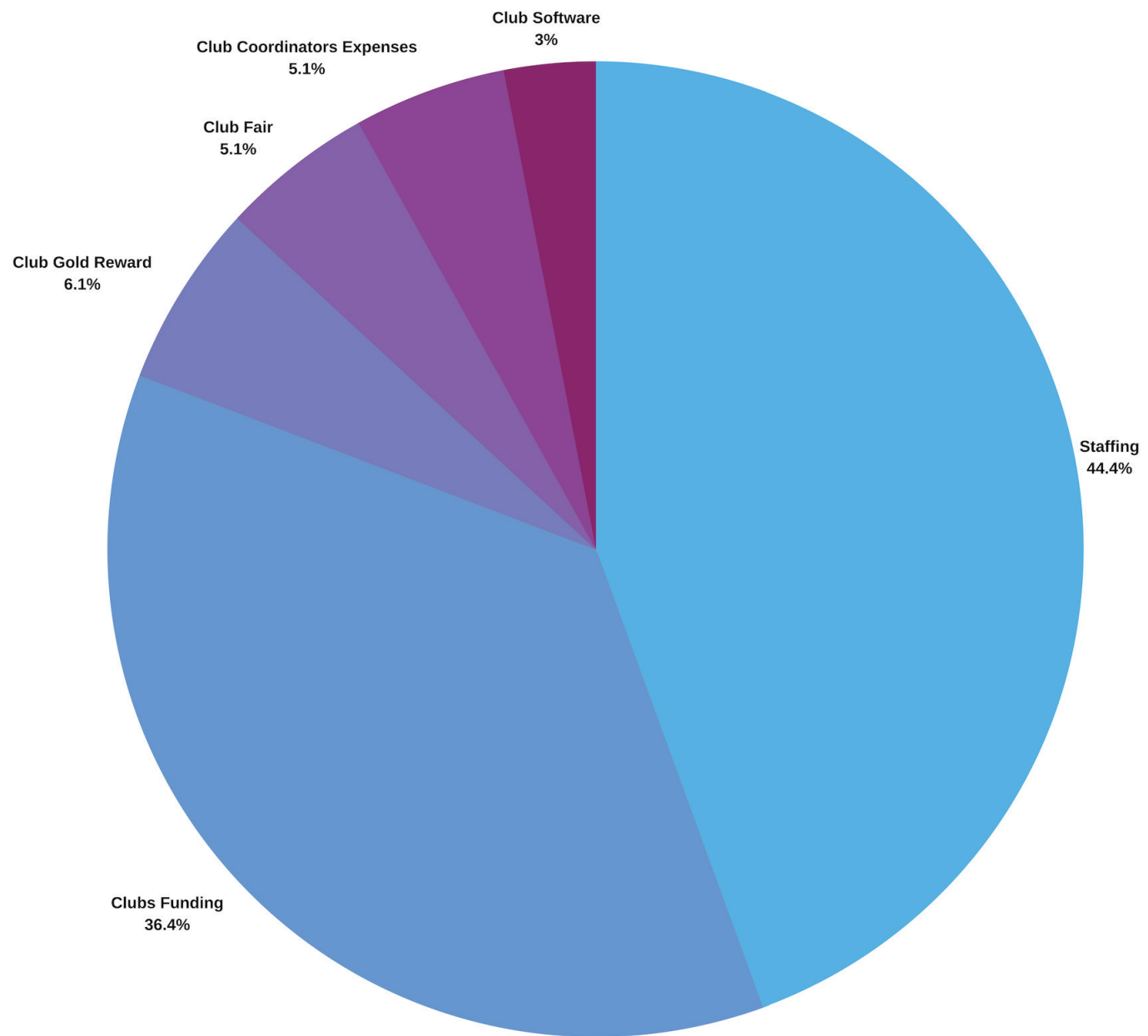
SAFEWALK

EXTENDED HOURS

- SafeWalk has expanded it's operations and is now running at Davis 5 days a week.



2017 -2018 CLUBS EXPENSES



more info at thessu.ca/discoverclubs

2018 -2019 CLUBS HIGHLIGHTS

CLUBS CORNER

- Launched in September 2018, Clubs Corner is our new online platform available to the Sheridan community for all clubs at Sheridan to showcase their members, events and individual achievements throughout the year. This platform also provides for a smoother and improved process in terms of event proposals, form submissions, financial tracking and new clubs applications.

visit **clubscorner.thessu.ca** to join the club!

MEMBERSHIP MILESTONES

- Clubs Corner gained 3700 members within the first 2 months of it's launch in September - which comes in at over 15% of the current student population. We are currently sitting at over 5,500 members (approximately 22% of the student population) and still growing.

ACTIVE CLUBS

- Currently there are 120 active clubs across all 3 campuses as of February 2019:

Davis: 40
Trafalgar: 48
HMC: 32

CLUBS FAIR

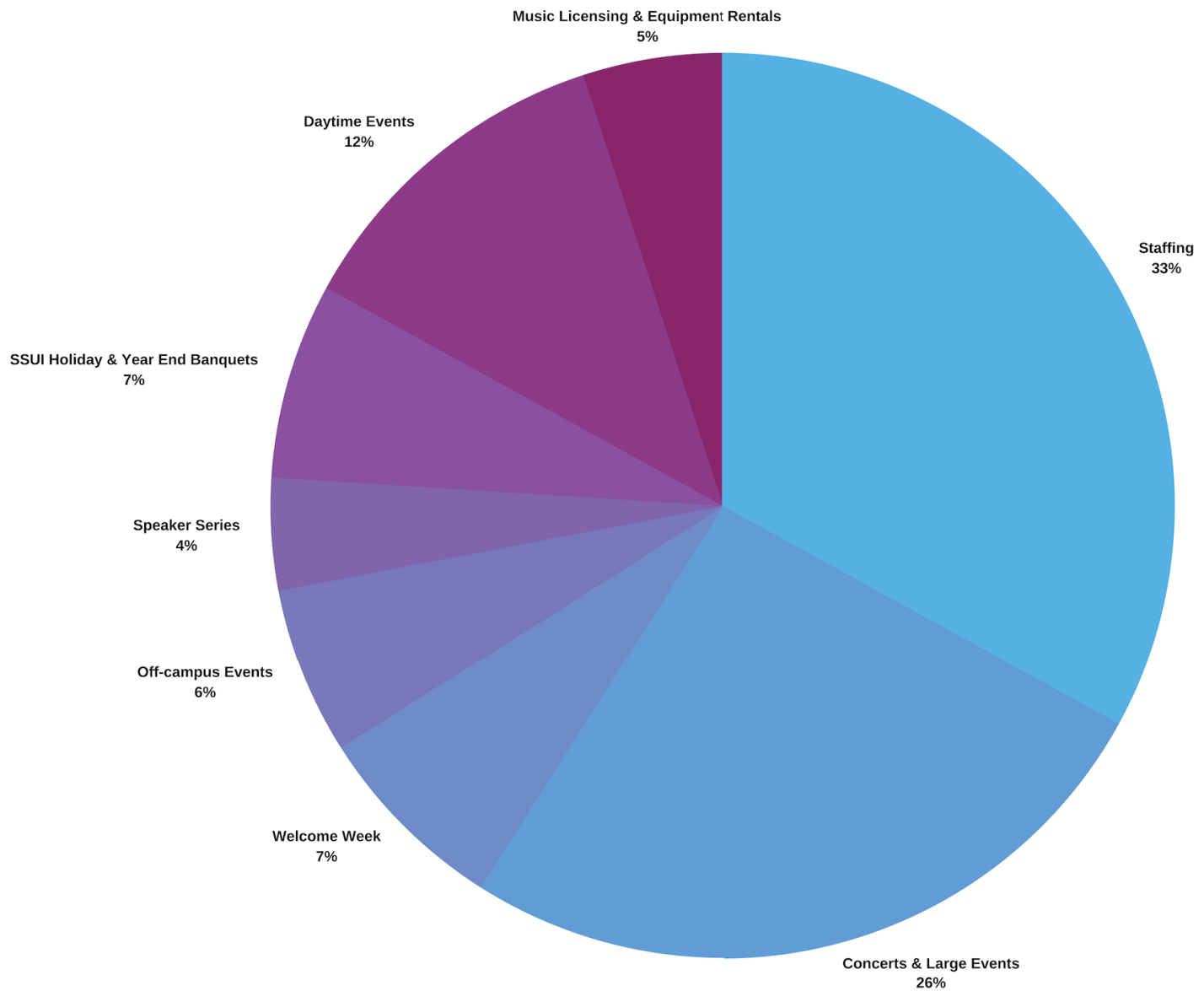
- Two successful Clubs Fairs in October and February celebrating each club's achievements and passions to help grow the clubs community at Sheridan even more.

CLUB EVENTS

- Since September 2018, clubs have put on a total of 72 events across all 3 campuses to engage with the Sheridan students and community.



2017 -2018 PROGRAMMING EXPENSES



more info at thessu.ca/events

2018 -2019 PROGRAMMING HIGHLIGHTS

SHERIDAN LIFE RADIO CONCERTS

- SSU has partnered with SheridanLife Radio to bring more consistent live music to our venues. Six different shows will have been executed by the end of the 2018/2019 Calendar year.

2ND ANNUAL SHERIDAN LIFE GALA

- SSU is proud to present the 2nd annual Sheridan Life Gala, in an effort to provide an annual celebration to the end of the year.

CONSISTENT BAR PROGRAMMING SCHEDULES

- Both Venues (The Marquee and The Den), have established consistent bar evening programming with new additions such as Paint Nites, DIY Nights, Bingo Nights, Open Mics and Karaoke.

STRONGER PARTNERSHIP WITH CLUBS

- With the introduction of Clubs Corner, more active clubs means more club executed events this year. It is always positive when our evening events are executed and lead by our Student Body! Show Pass, our new ticketing services, has been a new tool for us to use to sync with Clubs Corner and gather important data and trends within the success of our events.

ANNUAL FAMILY HOLIDAY PARTY

- Always a highlight of the year, being able to provide a great event for students with children. This year, we established a strong relationship with College on this event and they were able to donate/purchase a lot more of the gifts for the children who attended.

POLAR PLUNGE

- SSU has taken a larger role in the assistance of execution of the 3rd Annual Polar Plunge. This is a great opportunity to work closely with the College, Peel Region Police, and Special Olympics Ontario again.

SHERIDANLIFE RADIO HIGHLIGHTS

sheridanliferadio.ca

PLATFORMS

- We have expanded our reach through numerous streaming platforms including TuneIn, Mix Cloud, iTunes (Apple Podcasts), Spotify, and Youtube.

LISTENERSHIP

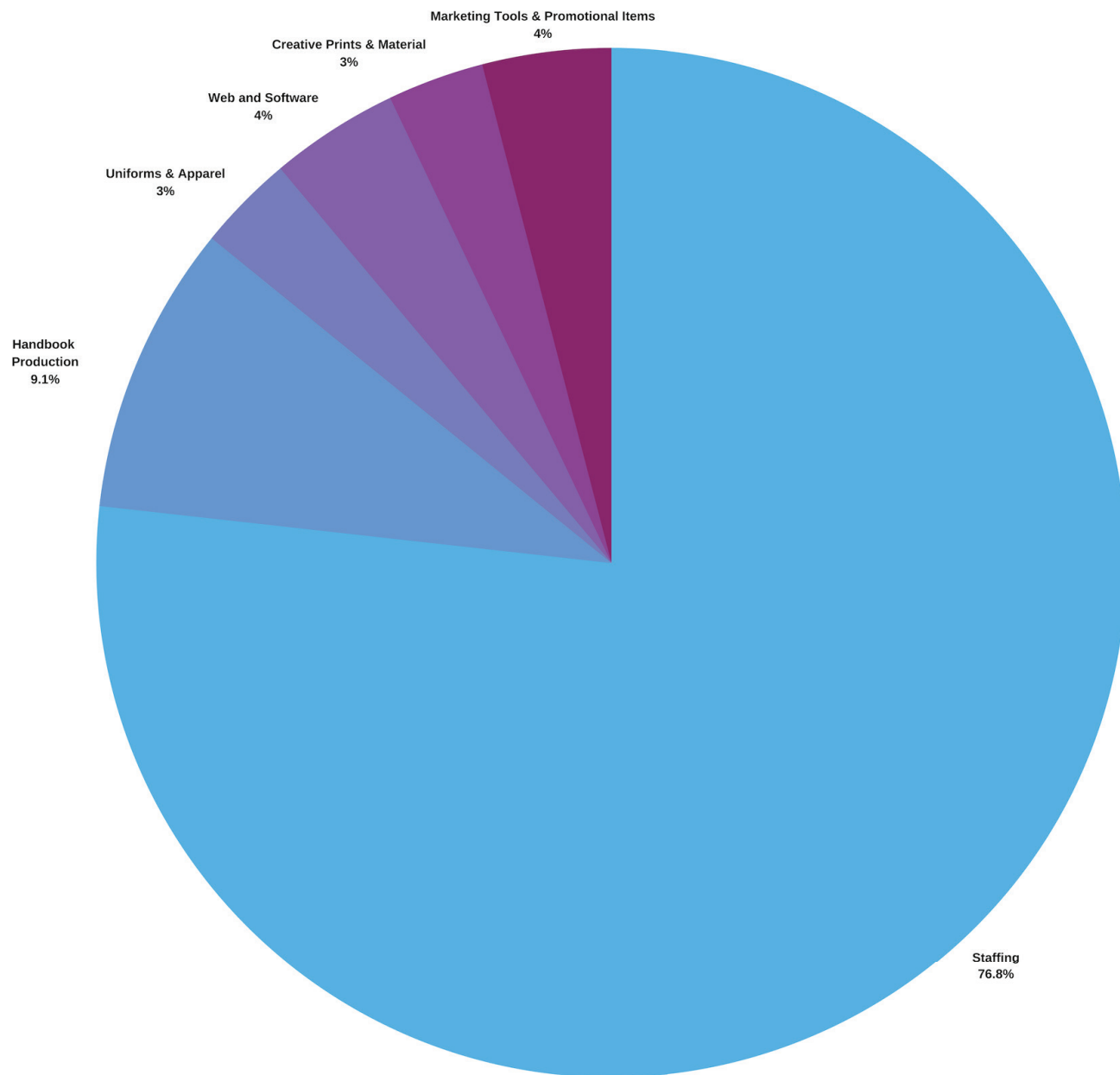
- We were able to reach a milestone of 3,000+ listens by December 2018.

PARTNERSHIPS

- We are happy to have many college partners including Athletics, the International Centre, the Centre for Indigenous Learning and Support, and the Centre for Teaching and Learning via SLATE. We have also recently partnered with the National College Radio Association (NCRA)!



2017 -2018 MARKETING EXPENSES



2018 -2019 MARKETING HIGHLIGHTS

WEBSITE AND SOCIAL MEDIA

- Website Traffic + 25.8% Year over Year
- Instagram + 28.5% Increase
- Twitter + 11.5% Increase
- Facebook + 5 % Increase
- Overall Engagement + 22.5%
- Email subscriber increase of 121%

REFERENDUM RESULTS

- The SSU hosted a U-Pass Referendum this past fall of 2018. With a 25% voter participation rate, students at Sheridan voted in favour of a U-Pass.

more info at thessu.ca/referendum

INSTAGRAM TAKEOVERS

- Starting the first week of May, the SSU's instagram account took you behind-the-scenes into all the roles we offer to our part-time student employees.

So far, 20 takeovers have been completed as follows:

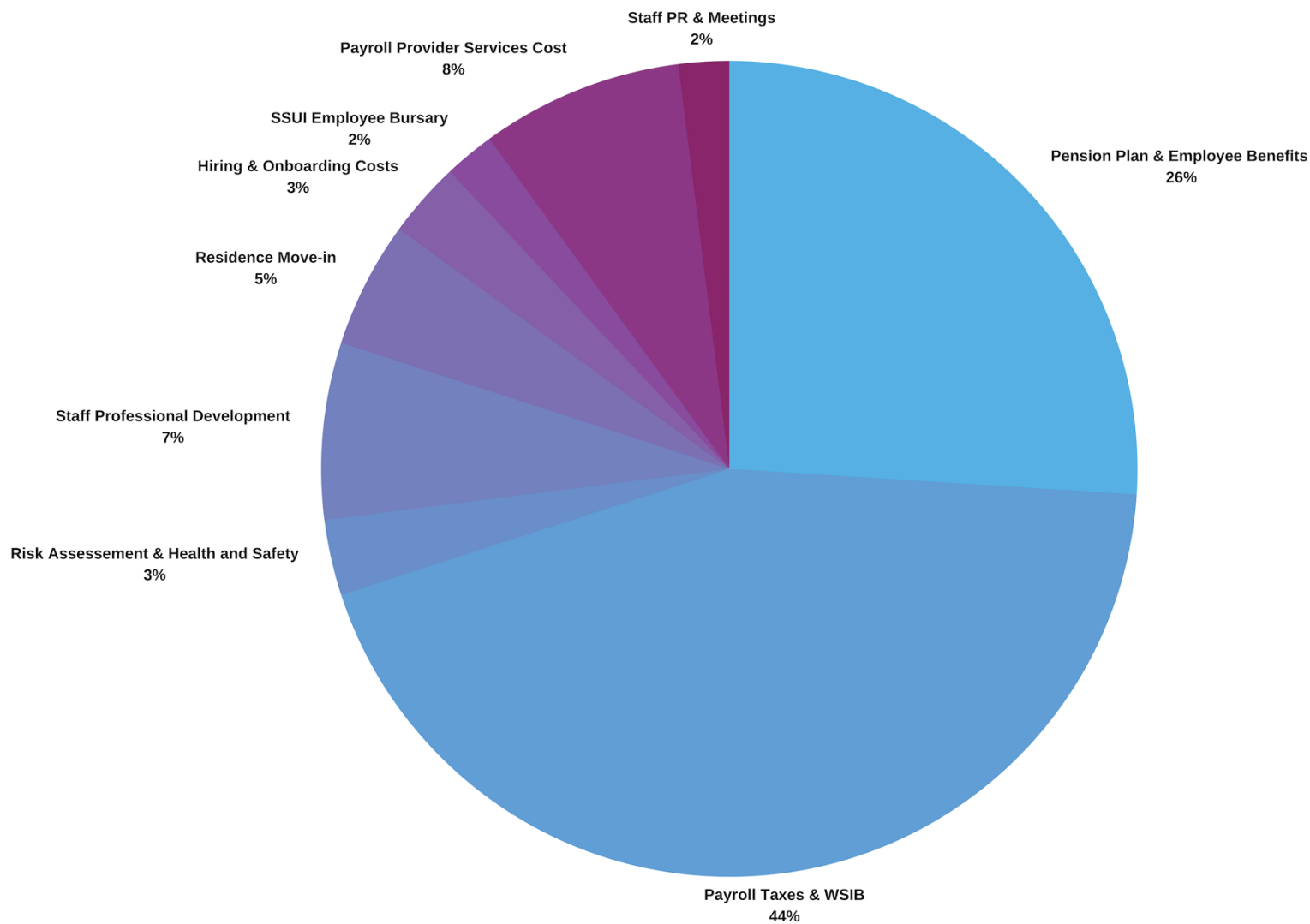
- SSU President
- *Our 9 coordinators and 3 Vice Presidents*
- *Sound and Production Team*
- *Coffee Loft Team*
- *Marquee Team*
- *Media Team*
- *Design Team*
- *Bruin Coffee House*
- *Services Team*

- Our first takeover had 1,000 views, and our highest (Design Team) reached 1,491 views. We've had an increase since we started of about 300 viewers.

Check out the highlights from all the takeovers at [instagram.com/the_ssu](https://www.instagram.com/the_ssu)



2017 -2018 HUMAN RESOURCES EXPENSES



View current opportunities at thessu.ca/jobs

2018 - 2019 HUMAN RESOURCES HIGHLIGHTS

ON-CAMPUS EMPLOYMENT

- Annually, the SSU Human Resources Department hires and maintain the accounts of up to 300 student employees. We are proud to say that SSU is the biggest employer on campus. Two new Sheridan graduates also joined us last year for full time positions.

RESIDENCE MOVE-IN

- In August 2018, SSU took part during Residence Move-In for new students at both Trafalgar and Davis. Over 50 part-time SSU employees provided swag resources to new and returning Residence students, helped with moving items and furniture, and arranged fun activities for the students to enjoy afterwards.

SU101

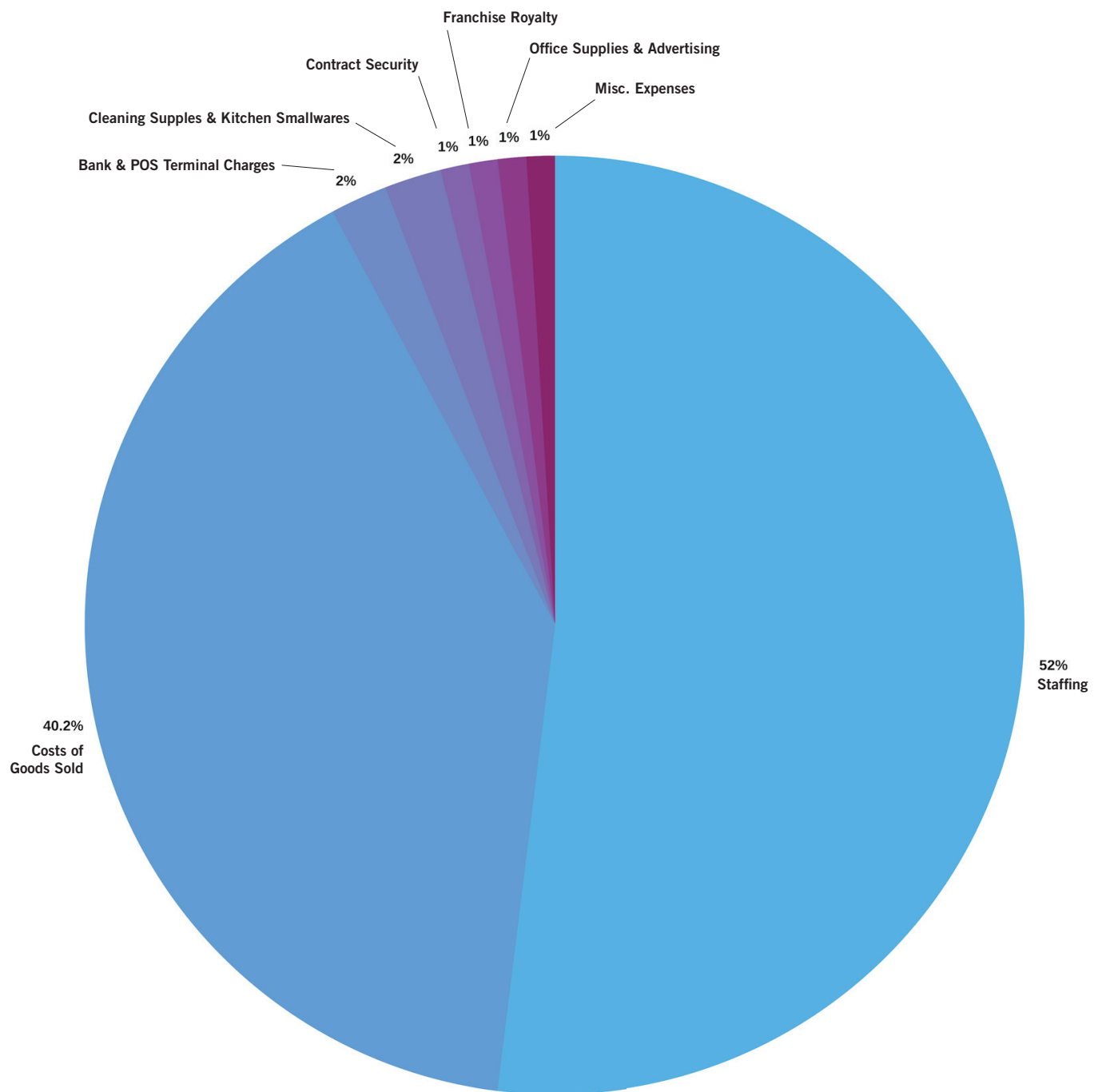
- In August each year, we host our biggest onboarding event SU101 at which we invite all our new/returning student employees to enjoy a fun yet informative day.

HEALTH & SAFETY TRAINING

- We sent one of our FT to be certified for the Nonviolent Crisis Intervention® Training Program to train staff and have them ready to do their work in a safer way. We value & understand the importance to have our employees trained. We also bring in CPR & First Aid Training on annual basis. While this training is optional, SSU shares the cost of the training with PT employees and covers half of it.



2017 -2018 FOOD & BEVERAGE EXPENSES



See what we've got cooking at thessu.ca/food

2018 - 2019 FOOD SERVICES HIGHLIGHTS

DAVIS

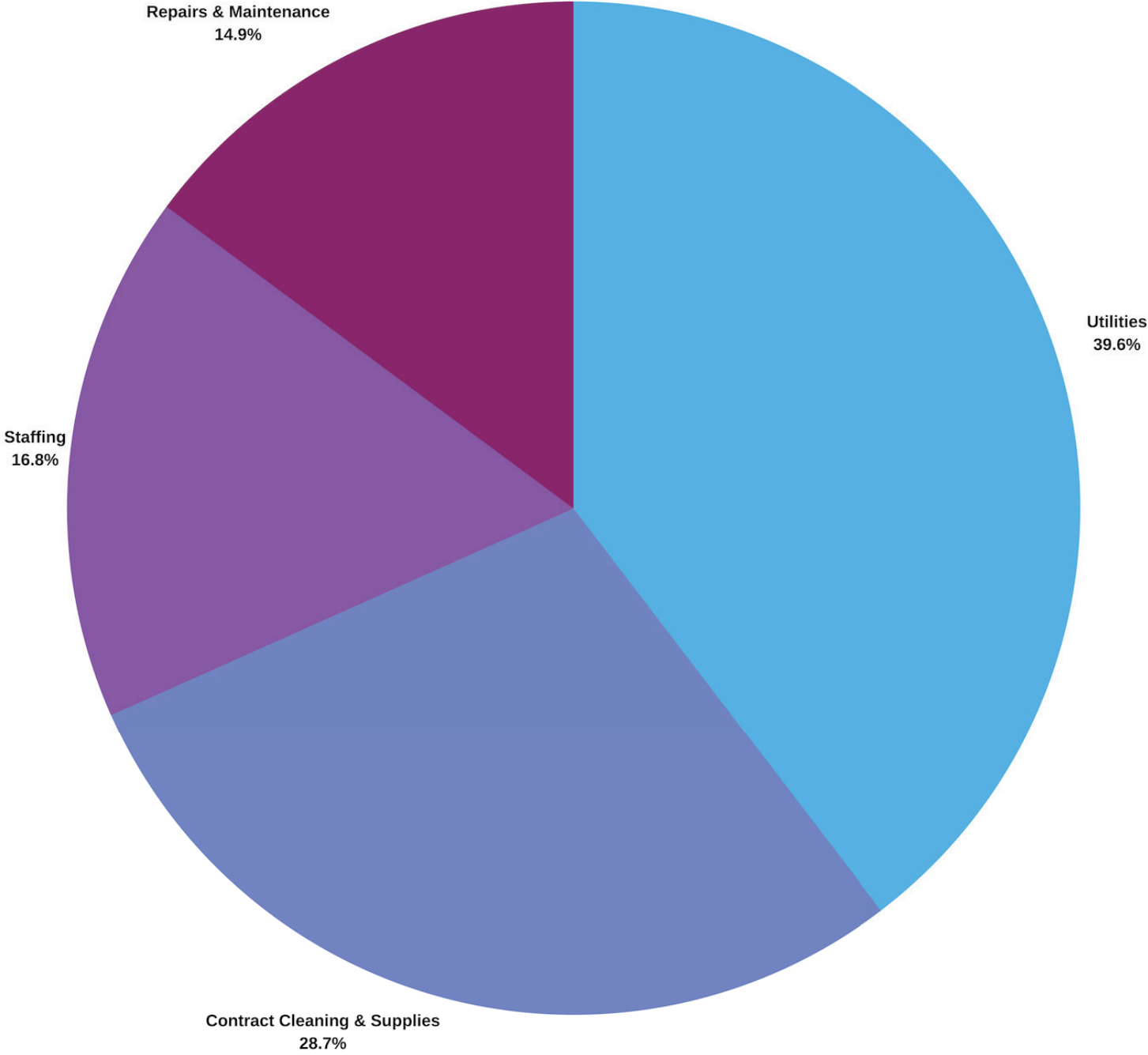
- We have expanded our menus to include more cocktail options, Cake Shakes, and a new breakfast sandwich program at the Bruin Coffee House, with made-to-order breakfast sandwiches.
- This year we expanded hours in the Bruin Coffee House and Booster Juice, now open 11am to 8pm and 8:30am to 5pm respectively. We revised summer operations with Booster Juice & Bruin Coffee House staying open all summer.
- Currently seeing a very large sales increase this year of over 20% from last year

TRAFALGAR

- We have updated and expanded our menus to include new gluten free, vegetarian, and vegan menus at the Marquee, Union Burrito and Coffee Loft.
- We have a new non-alcoholic bended drink menu and have put more focus on Craft Beer & Rotating Draught lineup.
- We expanded hours in CoffeeLoft, now open 7:30am to 6pm.



2017 -2018 FACILITIES EXPENSES



2018 - 2019 FACILITIES HIGHLIGHTS

DAVIS

- Currently reviewing potential redesigns for patio space, new reception area in Atrium, and energy-efficiency upgrades to lighting, heating/cooling, etc.

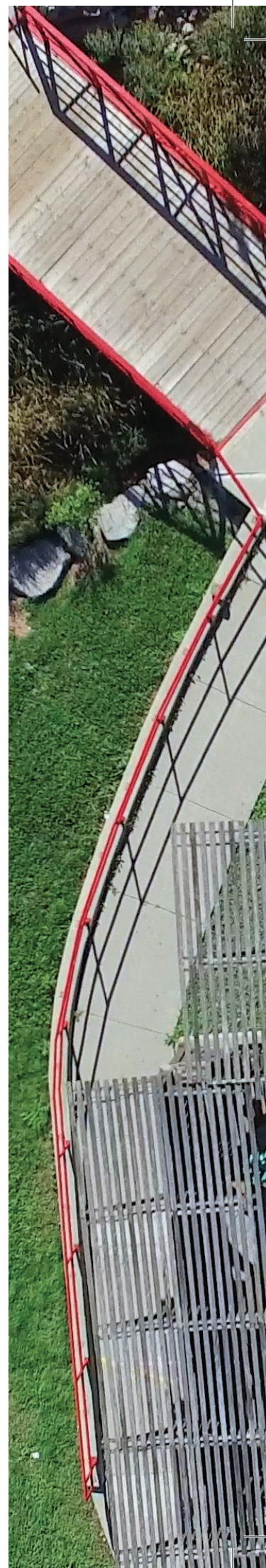
TRAFALGAR

- Converted most lighting to intelligent LEDs – about 9% savings on electricity bills
- Improved Heating, Ventilation, Air Conditioning (HVAC) with smart thermostats, motion sensing, automated controls

HMC

- The new Student Centre (HMC2A) breaks ground and begins construction!

To view updates on the progress of this building, visit thessu.ca/hmc-student-centre



NOTES:

NOTES:

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