



Ben Balfour

VP Operations & Finance

July 2014

**Federation of Students
University of Waterloo**

Executive Report

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- 2) Committees
- 3) Current Projects /Initiatives
- 4) Future Projects/Initiatives

Updates

1.A. Feds Open House

The Feds Open House was held on July 9th. Overall a successful event! We will be holding another Open House in the Fall Term. Please review the attached survey and post event data.

Committees

Budget Committee

Budget package will be sent out Monday evening. Please feel free to come and chat with me during my office hours to answer any questions you have. I will hold office hours at the following times:

Tuesday: 4-5pm

Wednesday: 4:30-5:30pm

Friday: 9am-12:30pm and 2:30-5pm

Current Projects/Initiatives

2. A. SLC Space Audit

Goal: To centralize resources and manage the SLC more catered to student "life" needs.

Synopsis: We have a draft mission statement completed. I am beginning to work on the other policies and procedures. Jackie (marketing) is working on a communications plan. We would like to roll it all out including recommendations/next steps so that students can voice their opinion. This will also address Goal # 1 of my action plan.

2.B. Feds Brand Audit

Goal: To gather information from the student body about their perception of the organization and its brand. It will give us information surrounding the effectiveness, reach, student loyalty, and equity of the Feds brand. To ensure that resources are being properly allocated within the Marketing Department.

Synopsis: Attended the Marketing Department Monthly meeting on Thursday. During the meeting we had some excellent discussion and brainstorming. Moving forward, I will be creating a draft project schedule and outline and will be meeting

with Alex to get further background on previous brand data that they have completed.

2.D. Clubs Resource Room/Library

Goal: To follow the motion that was put forward at the March GM

Synopsis: The proposal to use room 2139 has been accepted by the Committee and the next draft of the proposal will be presented shortly.

Future Projects/Initiatives

3.A. Feds Volunteer/Part-time Training Session

Goal: To coordinate all decision making by increasing the organizational understanding and knowledge of all staff and volunteers. To increase the number of active stakeholders who contribute and benefit from Feds and to empower them to be ambassadors for Feds to the larger student body.

Synopsis: I will begin by examining the training that we currently do in each department. After that I will begin preparing the training program for the fall term. Once I have my initial concept I will be working all departments to ensure that the content and format is appropriate for all staff and volunteers