



Ben Balfour

VP Operations & Finance

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Federation of Students
University of Waterloo

Executive Report

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

Updates

1.A. Feds Open House

Please find the attached Survey Results and Social Media Summary.

- overall the event was a huge success.
- 471 students filled out the Monopoly Card survey
- approximately 600 burgers were given out
- Over 4600 student/staff interactions!
- VPWinternal, aka VPFun was the least fun of the all the exec

Committees

Budget Committee

We had our first meeting of the term on Oct 16th. We will be meeting bi-weekly for the remainder of the term. We are working on revising the budget preparation procedures for both board and council. After initial comments from the committee I will be presenting a draft of the changes at the next meeting.

Current Projects/Initiatives

2. A. SLC Space Audit

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

Synopsis: The mission statement and policy and procedure framework are being presented to board on Oct 21st. At the same board meeting I am looking to create an SLC Management Advisory Committee. There is potentially a councilor seat on this committee.... I know, I know, form an orderly line. The Space Audit Report will be public this week.

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: Melissa (Marketing Manager) is working with the Data Analyst Coop Student to collect data and begin the outline of the project. At the Oct 21st board meeting I am looking to create a Brand Audit Advisory Committee

2.C. 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 have a draft of the training by Nov 9th. I will be presenting it to council and board this term. The training will be done for the first time with other Feds part-time staff and volunteers in January 2015.