

STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

ANNUAL REPORT 14/15

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MESSAGE FROM THE PRESIDENT

The 2014-2015 year brought about a great deal of change at SAMU. During the summer of 2014, we started a three-year strategic plan that focused on six main goals: building a SAMU Building, bettering programs and services, increasing student engagement, a commitment to sustainability, seeking advocacy opportunities, and increasing community engagement. By using these goals as our benchmark for success, we have been able to grow our organization quickly and efficiently.

The SAMU Building project has gained momentum over the last year thanks to the work of our project management firm and the SAMU team. SAMU has been working alongside MacEwan University to secure a location for the new building and, having successfully selected an architect, we look forward to putting shovels in the ground in spring of 2016.

Our Programs and Services Department has been working hard to not only to support our students in the short term, but to provide an opportunity for them to gain the skills needed to succeed in the long term. With over 4,000 volunteer hours logged and nearly 100 clubs operating, students are more engaged than ever. There has also been a major increase in the use of our food bank and free breakfast programs. We look forward to seeing new programs being created over the next year that will provide further support to our students.

The Students' Council has focused on improving the engagement between councilors and students through

Councilor Days. This year council also engaged with students through the first town hall meeting, Food for Thought. At the event, 75 students participated in a discussion on issues ranging from gender neutral washrooms to a Fall Reading Week. Students' Council and the Executive Committee are already working on incorporating this feedback into plans for the 2015-2016 year.

This year we increased our advocacy efforts through joining new federal and municipal lobby groups. As an organization, we joined other university students in the Canadian Alliance of Student Associations (CASA) to ensure that SAMU's voice is heard by the Government of Canada. Additionally, SAMU, alongside other students' associations and unions in Edmonton, re-established the Edmonton Student Alliance (ESA) that will focus on municipal lobbying.

Here at SAMU we're excited about the momentum this year has started and we look forward to continuing to work on our goals in the 2015-2016 year.

CAMERON MCCOY
SAMU President

SAMU 2014/2015 ANNUAL REPORT

JULY 1, 2014 – JUNE 30, 2015

MISSION

The Students' Association of MacEwan University exists to enrich the student experience. As the collective student voice and champion for leadership and advocacy, we empower students through our programs and services, creating an engaging environment that maximizes opportunities.

VISION

The Students' Association of MacEwan University will be a strong advocate, exceptional resource and clear voice for the MacEwan University student. We will have one aim — to create a one of a kind university experience by recognizing the student as our greatest asset and inspiration.

2014/15 HIGHLIGHTS

- Introduced a fifth position for the Executive Committee: VP External
- Tied for highest post-secondary Executive Committee election voter turnout in Alberta
- Student Life successfully campaigned for gender neutral washrooms on all of MacEwan's campuses
- Launch of Conversation Club at City Centre Campus
- Global Awareness Week across all three campuses

STUDENT SURVEY RESULTS

November 2014

- 1,507 students participated in the survey

Students are most interested in:

- Reducing the price of textbooks **72%**
- Reducing the cost of education **68%**
- More scholarships and grants **40%**

SAMU Building amenities

- **46%** want a 24-hour study space
- **44%** want a used bookstore

55% of all students utilized the Health and Dental program
60% of Health and Dental program users accessed prescription, dentistry, or eye benefits

GOVERNANCE



FALL 2014 STUDENTS' COUNCIL ELECTIONS

October 2014

- 18 candidates ran for 14 positions
- **12.9%** voter turnout

SPRING 2015 EXECUTIVE COMMITTEE ELECTIONS

- Added the VP External position
- 20 candidates ran for five positions
- **24.63%** voter turnout
- Tied for the highest post-secondary Executive Committee voter turnout in Alberta

President Brittany Pitruniak

Vice President Academic Sam Karras

Vice President External Danika McConnell

Vice President Operations & Finance Amy Beard

Vice President Student Life Lauren Mickel

Chair of Students' Council

John Vandenberg July 2014-April 2015

Jed Johns May 2015-June 2015

Councilor Days first Wednesday of every month

ADVOCACY



SAMU's Advocacy and Student Affairs office — alongside our Students' Council and Executive Committee—focused on increasing student engagement and advocating for lower costs of education for all MacEwan University students in 2014/15.

GET OUT THE VOTE

- Students who pledged to vote in the May 5 provincial election: over 10,000 across Alberta
- MacEwan University students who pledged to vote in the May 5 provincial election: **2,001**
- Texts sent out to remind students to vote on May 5: 7,715
- Following the election, the provincial government froze tuition, increased provincial funding, and cancelled any tuition increases for the 2015/16 year

CAUS, CASA AND ESA

- SAMU was admitted as a member of the Canadian Alliance of Student Associations (CASA), which advocates to the Government of Canada on behalf of 250,000 students
- SAMU, along with all other Edmonton post-secondary institutions, re-established the Edmonton Student Alliance (ESA). The ESA acts as a forum to connect student leaders in the Capital Region.
- SAMU is also a proud member of the Council of Alberta University Students (CAUS), which represents over 100,000 students to the Government of Alberta

ACADEMIC INTEGRITY



- **First ever Academic Integrity Symposium**
- Brought together Alberta's leading thinkers in Academic Integrity research
- **110** people in attendance
- Held in the CN Theatre
- Spanned two days
- Keynote speech by James Lang - Author of "Cheating Lessons: Learning from Academic Dishonesty"

VOLUNTEER PROGRAM



Total number of SAMU volunteers: 165

- Food Bank **28**
- Peer Support **37**
- Safe Walk **14**
- Lifestyle & Wellbeing **13**
- Gray Gallery **7**
- ISPP **28**
- Clubs research **2**
- Social Awareness **17**
- CFAC **8**
- Peer Tutoring **11**
- ACC **4**
- Events **65**

Total volunteer hours accumulated: 4,225

Fall semester: **2,100**

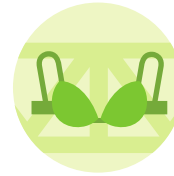
Winter semester: **2,125**

Most requested volunteer area

Peer Support and Food Bank

Volunteer Incentive Program (VIP)

- 0-10 hours: **76 volunteers**
- 10-20 hours (VIP level 1): **30 volunteers**
- 20-40 hours (VIP level 2): **27 volunteers**
- 40-70 hours (VIP level 3): **17 volunteers**
- 70-100 hours (VIP level 4): **12 volunteers**
- 100+ hours (VIP level 5): **3 volunteers**



**PROGRAMS
& SERVICES**

PROGRAMS

LIFESTYLE AND WELLBEING



PAWS FOR A STUDY BREAK (THERAPY DOGS)

- Held 5 times with an average of **146 attendees**
- Each event had between **3 and 5 dogs**



STRESSLESS

City Centre Campus

Fall semester: **November 20-21, 24-27, 2014**; Winter semester: **April 8-10, 2015**

- PAWS for a Study Break
- Massages: **275 attendees total** (both semesters, 3 days each)
- Manicures: **49 attendees total** (both semesters, 1 day each)
- Acupuncture, mini golf, Dance Dance Revolution, giant Jenga

Centre for the Arts and Communications

Fall semester: **November 26, 2014**; Winter semester: **April 9, 2015**

Approx.: **175 students** at each event

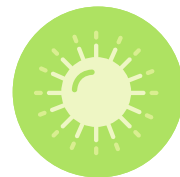
Activities: Therapy Dogs, massages, MarioKart, David's Tea prizes, free hot chocolate and a variety of crafts

Alberta College Campus

Fall semester: **November 17-20, 2014**; Winter semester: **March 30-April 2, 2015**

Fall - Drum circle, therapy dogs, giant Jenga, paintball, care packages

Winter - Hot breakfast, games day, caricatures, therapy dogs, ice-cream bar



SUNNY SIDE UP YOGA FUNDRAISER

January 22, 2015

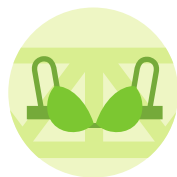
- Hotel MacDonald
- **19 attendees**
- Raised **\$475** from ticket sales
- Proceeds donated to Canadian Mental Health Association



CFAC SELF-DEFENSE WORKSHOP

February 10, 2015

- Taught by Reg Nugent
- **10 people** attended



BRAS ACROSS THE BRIDGE

October 6-7, 2014

- Interactive health sessions with Nursing Professor, **177** attendees in two days
- **194** bras collected



BOWL-O-RAMA

November 14, 2014

- 20 teams of 4 people (+guests)
- Money raised: Registrations \$1,200, Pledges \$743.30, Silent Auction \$897.95, totaling **\$2,841.25**



GLOBAL AWARENESS WEEK

February 2015

Alberta College Campus

Culture of Tea
February 2, 2015

Exhibit featured six teas from around the world. Students were able to sample the teas and learn about their origins and evolution.

City Centre Campus

SRP Mocktail Reception
February 3, 2015

- ISPP's signature event: a celebration to raise awareness of the SRP program.
- Over 70 attendees met our sponsored students and learned more about how the Student Refugee Program works.
- Featured local band Winter Tribe
- Award-winning poet Ahmed Knowmadic
- Sociology instructor, Dr. Kalyani Thurairajah

Immigrant & Refugee Awareness Day Fair
February 3, 2015

An awareness event that shone light on the experiences of immigrants and refugees in and around Edmonton

Centre for the Arts and Communications

We Get Around photo contest
January 19 - February 6, 2015

- 61 entries

A Celebration of Cultures
February 5, 2015

- Mariachi trio performed
- Interactive Drum Circle
- Henna tattoos
- Soup tasting



COMMON GROUND

March 18-19, 2015

Alberta College Campus

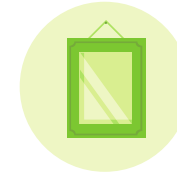
- DIY origami and terrarium necklaces
- Vegetarianism info session with take home recipe cards

Centre for the Arts and Communications

- Free Store and DIY Terrariums **65 attendees**

City Centre Campus

- **230** attendees (based on raffle entries only)
- Make your own tea station: **300** attendees
- Make your own face mask station: **176** attendees
- Make your own pencil station: **160**
- Make a terrarium station: **150** people in two days, so popular we ran out of materials by noon each day
- Free store (restocked 3 times a day, emptied each time)
- 3 vendors at mini-market



Penguin Outreach (in conjunction with Common Ground)

March 20, 2015

- **100** attendees, free to students through Eventbrite
- Sold out in 3 days

GRAY GALLERY

Exhibit #1: Portraiture

January 22, 2015

- **97** attendees
- Entertainment: Caricaturist (very popular!) and a DJ
- 15 pieces from 12 artists

Exhibit #2: Inspired by Edmonton

March 19, 2015

- **71** attendees
- Entertainment: Poet and Edmonton-themed prizes
- 10 pieces from 5 artists

INTERNATIONAL STUDENT PLACEMENT PROGRAM (ISPP)



CONVERSATION CLUB

- Launched at City Centre Campus on January 27, 2015



STUDENT REFUGEE PROGRAM

Sponsored students:

Idiris Bashiir
Year 1 of Sponsorship
Bachelor of Arts

Kosar Ali
Year 2 of Sponsorship
Bachelor of Arts

WUSC – SRP Airport Pick Up

September 15, 2014

Welcomed our new sponsored student of the 2014-2015 academic school year, Idiris Bashiir. Idiris is enrolled in Bachelor of Arts.

2nd year sponsored student, Kosar Ali (also enrolled in Bachelor of Arts) welcomed Idiris with SAMU and WUSC



MACEWAN INTERNATIONAL'S ANNUAL THANKSGIVING DINNER

October 9, 2014

- In partnership with MacEwan International to allow international students experience a Canadian Thanksgiving.



CONVERSATION CLUB LAUNCH PARTY AT CCC

January 27, 2015

Students' Lounge

- To celebrate Conversation Club's arrival at City Centre

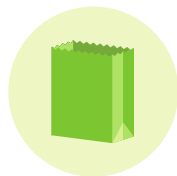
Other Events

SRP Mocktail Reception (see Global Awareness Week)
February 3, 2015

SRP Guest Talk
March 3, 2015

Alberta Legislature Tour
March 11, 2015

SERVICES



FOOD BANK

- Number of volunteers **26** (CCC)
- Number of people assisted **457** (all campuses)
- Number of hampers given out **457**
- Approx. weight of each hamper **17.5 lbs**
- Cost per hamper: \$35 in food, \$20 Safeway gift card. Total: **\$55**
- Most donated item: Campbell's Soup
- Most interesting item donated: homemade pickles
- Most used in January and March
- Usage went up **47%** this year



SAFE WALK

- Number of volunteers **14**
- Approx. number of people assisted **4**
- Most used in October



BREAKFAST CLUB

City Centre Campus

- Number of events held **12**
- Approx. number of people fed **1,899**
- Most popular food at each campus - Clif Bars and muffins
- How much food was consumed in the year? **\$5,781.68** worth
- Hot Breakfast was introduced for the first time. So successful that we are having one per semester next year.

Centre for the Arts and Communications

- **6** Breakfast Club events held
- Approx. **100** students at each event
- Approx. **600** breakfasts distributed throughout the year
- Most popular food: strudels
- How much food was consumed in the year? **\$1,203** worth



PEER SUPPORT

- Number of volunteers **37** (CCC)
- Amount of hours Peer Support operated: approx. **900 hours** (CCC)
- Approx. number of students who utilized Peer Support: **75** (CCC)
- Busiest months were October and March
- Most referred to which services? Academic Services, Counselling Services
- Peer Support room was redecorated in September 2014
- This was the first year an intake of volunteers was not taken in January, as all volunteers remained active throughout the year
- Approx. **2,138** volunteer hours dedicated to Peer Support

CFAC Peer Support Awareness

January 20, 2015

- Volunteer recruitment and mingler
- Warm Your Soul promotion with free hot chocolate and coffee



PEER TUTORING

- Students who used the service **62**
- Total volunteer hours **195**
- Fall 2014: **88.75 hours**
- Winter 2015: **106.25 hours**

Most tutored subjects

1. Math
2. English
3. Chemistry

The program was in such high demand in 2014-2015 that there were not enough volunteers to keep up with the requests



SAM CENTRE & U-PASS

Highlights:

- Five students hired to run the SAM Centre and U-Pass sales
- Cineplex movie tickets are the most popular sale items
- Rabbit Hill Ski passes were new this year and hugely successful—selling almost double what the SAM Centre sold for Marmot

U-Pass

- As of May 2014, the U-Pass is available for full- and part-time students (with the exception of on-line-only)
- U-Pass now available for spring/summer term
- Started the prorated replacement pilot program in September 2014, allowing students to repurchase a lost U-Pass for a discounted price

U-Pass Pick-up Rate

- Spring 2014 **63%**
- Fall 2014 **85%**
- Winter 2015 **79%**



THE GRIFF

- Total stories: **564**
- Total words: approximately **250,300**
- Total original photos: **231**
- Total original graphics: **120**
- Total number of volunteers: **73**
- Writers: **48**
- Photo/graphics volunteers: **25**
- Number of editions: **25**
- Estimated copies picked up: **26,000**
- **25** weekly editions of the griff were published

March 2015

- Survey sent to approx. 1,000 MacEwan University students in an effort to understand preferences and habits around *the griff* and to measure its success.

Survey results

- **60%** of respondents picked up *the griff* at least once during the 2014-15 school year
- **18%** reported picking it up monthly
- **11%** reported picking it up weekly

In the spring of 2015 the decision was made to create a new path for *the griff*. In the 2015-16 year, six monthly editions of *the griff* magazine will be published.

Will focus on richer storytelling, photography and graphics.



MARKETPLACE

- 850 textbooks posted



HEALTH AND DENTAL

- Students enrolled: Health 8,725; Dental 8,725
- Total claims made 19,500
- Health Claims 18,149; Dental 11,351
- Most Claimed: Prescription Drugs 14,113 claims



ELOANS

- Amount of money disbursed \$23,319
- Number of students assisted 35



ADOPT-A-FAMILY

December 2014:

- \$4,800 disbursed
- 12 students received bursaries
- Total of 23 children in the families assisted
- Bursaries ranged from \$300-\$600 per family

April 2015:

- \$5,500 disbursed
- 16 students received bursaries
- Those 16 students together had 25 children in their families
- Bursaries ranged from \$200-\$600
- This is the first time Adopt A Family bursaries have been disbursed during the winter term.



GREEN IMPACT

SAMU Team

- Lauren Mickel
- Jodi Campbell
- Metta Pusa
- Duncan Wojtaszek

Created the Special Recycling area and Green Pro-Tips board as part of our Green Impact office campaign.

Achievement level: **Bronze**



CLUBS

- Total number of clubs **112**
- Number of club events **251**
- Number of club fundraisers **35**
- Amount of Operation Grants distributed to clubs **\$16,500**
- Amount of \$2,000 Event Grants given to clubs: **\$30,000**
- Number of University Student Led Grants given to clubs: **7** (ranging from \$700 - \$60,000 depending on the project)

Highlights:

- Video Games Club won the New Student Club of the Year award at the SAMU Awards Banquet
- Chinese Student and Scholars Association won Club of the Year at the SAMU Awards Banquet
- Enactus Club brought home two business awards from the Enactus Canada Regional Exposition. The club placed second in their league for the Entrepreneurship challenge, and third in their league for the Financial Education challenge.
- The Muslim Club organized a series of events focusing on Muslim Awareness on campus several hundred students attended these events

EVENTS



FALL FEST

City Centre Campus

September 4-5, 2014

- Over **1,600** attendees
- Headliners: September 4 - **July Talk**; September 5 - **Lights**
- 15 vendors, including SAMU and MacEwan
- 3 food trucks and a beer garden

Centre for the Arts and Communications

- September 11, 2014
- **400** attendees
- Bands – Cadence and Nathan, Rend, and Bardic Form



WINTERFEST

City Centre Campus

January 20, 2015

Daytime

- Winter carnival with snowshoeing, puck shooting competitions, Beaver Tail treats, free SAMU toques and more

- 700 attendees

Evening

- Tony Lee, Hypnotist

- 350 attendees

Centre for the Arts and Communications

January 14, 2015

- Approx. 300 attendees

- Bands – Two Bears North, Brother Octopus and Revenge of the Trees

Alberta College Campus

January 27, 2015

- Celebrating Canadian Winters

- Caricature portraits in the Quirky Art Café

- Photo booth

- Hot Chocolate Bar

- Free Food! Canadian Delicacies

- Winter arts and crafts



CITY CENTRE CAMPUS

Speaker Series

Jennifer Jones, Olympic Athlete

October 2, 2014

- 30 tickets sold

“...Thought provoking”

Alan Cross, Music Historian

November 6, 2014

- 52 tickets sold

“... A music guru and great story teller.”

Dan Gheesling, Reality TV Star and Author

November 19, 2014

- 100 tickets sold

“...Leadership focused”

Arcade Fire, Band and Humanitarians

February 5, 2015

- 85 tickets sold

“...Inspiring”

RJ Mitte, Actor and Motivational Speaker

March 12, 2015

- 283 tickets sold

“... Very moving.”

Food for Thought

January 28, 2015

- 75 attendees

- Most popular topics: parking and fees

- Trends: student debt, fees, book prices, food concerns

Golf Classic

June 23, 2015

- 19 teams of 5 participated

- 22 Griffins Golf Team student athletes volunteered to play in the event

- Money raised for SAMU student scholarships and bursaries \$15,500

- Temperature: 25 degrees

Location: RedTail Landing



ALBERTA COLLEGE CAMPUS

*an average of 100 students attended the larger ACC events

ACC Annual BBQ

July 16, 2014

- Henrietta Muir Park
- Summer tradition with free food and pop

Corn Maze

October 2014

- A social evening wandering the Edmonton Corn Maze

Call of the Wild: ACC Camping Trip

June 20-21, 2015

- 13 students camping overnight for the first time
- Camp Warwa

POP! – UP Ice Cream July 1– August 15

Live FIFA Streaming July 9, 2014



CENTRE FOR THE ARTS AND COMMUNICATIONS

CFAC Rocky Horror Picture Halloween

October 31, 2014

- 200 attendees
- Themed student bands, photo booth, costume contest and gourd painting

SAMU Music Showcase

November 19, 2014

- First ever SAMU Music Showcase
- Held at The Artery
- Bands showcased:
 - » *Sketches of Eternity*
 - » *Ella Coyes Band*
 - » *Hello, Me*
 - » *Bryan Coffey and the Best Friends*
- Each band composed of a minimum of 50% current MacEwan students
- 21 bands from 3 different campuses submitted MPs for the competition
- 120 people attended the event
- Total generated from event \$450

CFAC Singing Telegrams

February 13, 2015

- 11 telegrams sold

St. Patrick's Day March 17, 2015

Open Mic March 23, 2015

Spring Off April 1, 2015

