



REPORT OF THE VICE-PRESIDENT INTERNAL TO COUNCIL JULY-SEPTEMBER 2011

Orientation: the Changes, the Setbacks, the Victories.

Orientation this year was very different than usual. In retrospect, the largest headaches came from our communications with the University. All in all, there were several successes but also many struggles.

Price of Beer. The biggest headache was the mandatory charge-system for beer this year. Sorry everyone, beer is not allowed to be included in Frosh registration fees ever again, if we want to have the event on campus. Mendelson wanted at least \$3 per beer. He didn't seem like he would budge, so I set up an emergency meeting with him in early August and negotiated him down to \$2.50. He accepted this figure only because he was 'very impressed' with the other measures we had taken to make Frosh a more inclusive and responsible event.

Leader Training. After a variety of discussions, reading the Integrated Orientation Working Group Final Report, and consulting with many students, it became apparent that Frosh Leader training was the source of many problems and needed to be radically fixed. I lead a project with two of my coordinators (Laura D'Angelo and Ana-Maria Iancu) to redesign training.

The entire process took about a month, and was a really collaborative project aimed at making the Training more relevant to Frosh leaders and to grant them a certain degree of ownership over their role. We, through a Training Committee including Faculty reps and administration reps, decided a list of key subject areas, and that we needed to consult with 'experts' in these areas. All in all, Frosh Leader Training this year very much more interactive and relevant. I have spoken to a few leaders and they were generally happier with the Training this year than in previous years.

Street Team. I don't want to make it seem like I deserve any credit here as the project was completely implemented by Vice President Pednault, but it is important to note that SSMU is aware of and responding to the concerns of the community in a productive way.

Supporting Faculties' Events. A lot of my time was spent coordinating the different Faculty Froshes. We met on a weekly basis to discuss every aspect of the event planning process. SSMU also helped support the Faculty Froshes by coordinating Frosh Registration at the Y-Intersection by scheduling every table and loaning equipment out to the Faculties. I also figured out how to reserve parking spaces on the street from the City. I consulted with BASiC about how they could best reach out to their BA&Sc students.

Promoting Alternative Froshes. I made sure to promote Alternative Froshes this year so they could be on a bit more of a level playing field as Faculty Frosh. At one point I did have to hand off being the SSMU liaison for Rad Frosh to VP Fraser because I was simply getting too busy to do a good job.

The Froshes I worked most closely with were Fish Frosh, MSA (Muslim Students Association) Frosh, and Outdoor Frosh.

Inclusivity of Programming. I am pleased to inform you that SSMU Frosh was a 100% all-ages event. It is with great dismay, however, that I inform you that after all of the work put in, research performed, and great discussions we had about the inclusivity of Faculty Frosh, some of the Faculty Froshes were not inclusive. Some Froshes still had 18+ events with no underage alternative. This is going to be a major point of discussion during the year to come.

Discover McGill. Although the SSMU Executive was informed that we would not be able to greet our students the morning of Discover McGill, President Knight was able to co-host the event so we did get some exposure there. Hurricane Irene cleared out and it was actually a beautiful day for the outdoor event in Molson Stadium. The First Year Office, although they did demand a lot from the student Frosh planners and did not offer much support in return, put on a good event.

Unfortunately, however, the First Year Office was in charge of forming the Orientation groups and they did an extremely poor job at this. After sorting by Faculty, they filled groups alphabetically. This means that they did not listen to the criteria they gathered when consulting the Faculty Associations about what the groups should look like. This means that, hypothetically, if there were multiple students with the last name "Patel" they would all be in the same Orientation (and hence, Frosh) group. I have no proof and I did not concretely see this happen, but basically it would have been possible to form racially-divided Orientation groups. This is a huge problem in terms of equity and inclusivity and, well, everything SSMU stands for and what the Faculty Associations wanted. I am going to be a bit of research and see if this was the case.

Fee-Levy Field Day. This was an event I wanted to plan for Wednesday, August 31 on Lower Field with some of the fee-levy groups SSMU works with. It would have run concurrently with Varsity Fair, so we would have gotten a really interesting crosscurrent of people going between the two events. To my dismay, neither CKUT nor QPIRG, as communicated to me by VP Fraser, were interested in participating in Fee-Levy Field Day. I was saddened by this because I thought it would have been an excellent opportunity for these groups to promote themselves to a demographic which otherwise would have been difficult for them to reach out to. I look forward to helping them in any other way that I can.

Varsity Fair. I did not have as big of a role in this as I would have liked to, but I have to give an immense amount of credit to the team of people from Athletics that helped to coordinate this event. It provided a ton of visibility for Athletics and was a great success.

The Website. The Integrated Orientation Website was a modest success. I commissioned the work from two engineering students and they did a pretty good job. On the good side, the website provided a cohesive message to all of the incoming students and featured Alternative Froshes in a new way. On the bad side, there were a few technical hiccups at the last minute which were frustrating for coordinators, but did not ultimately harm the integrity of our events. SSMU owns the website and owns the software, so I look forward to working more with the developers so that it can be even better for next year.

One thing I was particularly excited about was partnering with Athletics. After a student signed up for Discover McGill and for Frosh, they were given the option to sign up for a sort of Athletics Fan Pack. This included admission to all of the Athletics games, a comprehensive schedule,

a T-shirt, and a few other things. Athletics is extremely pleased and grateful that they were given so much exposure. And I am very excited that we are starting to build a sports culture at McGill!

SSMU Frosh 2011: Alice in WonderFROSH. SSMU Frosh this year was a little tragic because there was terrible weather of biblical proportions- Lower Field was a swamp by the time I arrived at 7am to start setting up. I had rented many inflatable games to put on a great carnival for the participants, but at the last minute, was advised that doing so was wildly unsafe in the weather. Registration was also low this year. SSMU Frosh registration grew at a rate a lot faster than all of the faculties, but about two weeks before the event, began to plateau. Although nearly 1600 people registered for the event, only roughly 1100 payments were completed. I had budgeted for a breakeven at roughly 1400. This is not necessarily bad news as sponsorship was significantly higher than expected, most expenses were underbudget, several expenses didn't end up happening at all, and many costs were shared with the Faculties this year that weren't shared in the past. The concert was a giant success and The Agency Group (the agents that booked Dragonette and Dubbs with us) looks forward to working with us again.

Concerning final figures for Frosh: Many of the most significant expenditures and revenues for Frosh have not come in yet. For example, our bills from McGill Security and McGill Grounds Support might take months to come in. This historically has been the case. Also, I am not sure how the MUNACA strike will affect how long this will take. Rest assured dear fellow councilors, you will be presented with an accurate and complete budget as soon as I have all of the information.

Moving Forward. I am actively working with Interim Student Life Coordinator Ian Simmie to decide the best way to gather data about this year's Orientation, how to analyze it, and how to implement it for next year. We will be consulting with all of the stakeholders about what they liked, what they didn't like, etc about this year's Orientation and Frosh activities. This is a large and time-consuming project, but it is one of my top priorities to work really hard in order to change the culture of Orientation at McGill, in order to move towards an Orientation students want and administration can be proud of.

I made the decision to cancel the Strategic Summit on Student Run Frosh. I did not think that it would necessarily be the most effective way to deal with this issue. Instead, I have chosen to take on a larger project of turning this into a year-long discussion with more nuance and so it can be done in a more comprehensive way.

Events.

SSPN. I am starting to construct the SSPN committee as I have received many inquiries from interested potential members-at-large.

Movies in the Park. As I am writing this report Teresa Standing has yet to get back to me to confirm the dates. But by the time we read this I will have to begun promoting Movies in Park. Please email me your suggestions for which moves you would like screened and I will consider. The event is most likely going to be in full swing during the week of September 19.

Homecoming. I am just starting to brainstorm what we can do for Homecoming this year. This is difficult to do because DAR has particular expectations, but there will be a plan by next Council. Homecoming is the weekend of October 13-16.

Open House. I am working with Deborah Blanch on getting some student involvement at Open House this year. We are working on a pumpkin carving contest for clubs- clubs sign up, carve a pumpkin, and get the chance to talk to visitors about their club. The top three winners get a prize! Also trying to squeeze in some Athletics involvement in the form of an exhibition game on Lower Field.

SSMU Thanksgiving at MacDonald Campus. I met with the MCSS President in order to discuss details about this event. I want to organize a bus trip to MacDonald campus for students that can't go home on Thanksgiving, and a Thanksgiving dinner, preferably using some of the food grown out there. This is very exciting! Probably going to be on Saturday October 8th.

Queen's Bus Trip. This will be happening.

Campus Community Campaign, Events Subcommittee. I am in touch with Meira Turk, the head of the CCC. She will be distributing free cupcakes celebrating James McGill's birthday from the SSMU Kiosk on October 11. We will also be organizing the wickedly popular Redpath Flashlight Tours again this year.

4Floors. Our giant Halloween party is going to be on Thursday, October 27. Mark your calendars!

Exam-time Puppies. In my entire career in student politics, I have never felt such excitement from so many students as I have at the possibility of this happening. I am trying to find the best way to do this.

Faculty Olympics. I am going to be consulting with SSPN and with Faculty Olympics coordinators from previous years about how to best strengthen this event. The goal is to have the first event by mid-November.

Communications.

Social Media. Facebook Profile: 1753. Facebook Page: 467. Twitter: 305.

Listserv. I am playing with new ways to redesign the listserv and make it the best it can be.

Communications Plan. I am going to be working on a Communications Plan with the Communications and Publications Manager in order to codify SSMU's communication strategy and bring to Council for feedback.

Website. The new website is up and running! It features a listserv form which I am very happy about. Now that it is live, I will be taking a very active role making sure that the blog is updated regularly with engaging and relevant content. I will also be overseeing all advertising that will potentially go on the website.

Old McGill. The CPM and I are working on an effective Marketing Strategy for the Old McGill yearbook. I am going to begin coordinating photo sessions with the Faculty Associations. If

councilors have any ideas about to best promote the yearbook, I would be very grateful for some input. We were able to get a good guarantee for advertising from the company we work with which is good news.

Video Project. I am working on a secret video project. I don't want to spill too many details now, but I am partnering with the service formerly known as TVMcGill to begin an exciting docu/mocudrama about SSMU.

Varia.

Campus Swaps. I helped Christian and Shira, two McGill students, coordinate getting some rooms in SSMU for this project. It is a great idea, and involves picking up furniture and miscellaneous items off the street and reselling them at really low prices.

Respectfully Submitted,

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Vice President Internal