



2017/2018



ANNUAL REPORT





CONTENTS

4	Message from the President
7	2017/2018 Highlights
8	Student Survey Results
9	Governance
9	Fall 2017 Councillor Election
9	Spring 2018 Executive Committee Election
9	Advocacy
11	Volunteer Program
12	Programs
	Lifestyle and Wellbeing
12	Paws for a Study Break
12	Stressless
12	Random Acts of Kindness
12	Sex Week – Dirty Sexy Bingo
	Social Awareness/Community
14	Bowl-o-Rama
14	Global Awareness Week
14	Sex Week
14	Sustain-a-Mania
	Community Initiatives/Campaigns
14	Gray Gallery
17	Services
17	Food Bank
17	Breakfast Club
17	Safe Walk
17	Peer Support
17	SAM Centre
18	the griff
18	Health and Dental
18	Eloans
18	SAMU Cares
19	Clubs
20	Events
20	Fall Fest
20	SAMU Votes
20	Food for Thought
20	Winterfest
22	Halloween
22	Valentine's Day
22	SAMU Music Showdown
22	Speaker Series
22	Awards Night
22	Comedy Night

MISSION

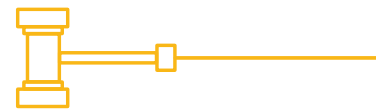
The Students' Association of MacEwan University exists to enrich the student experience. As the collective student voice and champion for leadership and advocacy, we empower students through our programs and services, creating an engaging environment that maximizes opportunities.

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.

Message from the

PRESIDENT



In typical SAMU fashion, 2017-2018 brought us new opportunities, challenges, and continued growth. This included the hiring of our new General Manager, Gwen Bauer, who brought different perspectives and new expertise to our organization, creating increased capacity to grow. This year, we saw organizational changes, considerable movement on the SAMU building, innovative initiatives, and a newly implemented strategic plan. With the SAMU building on track to open for Fall 2019, we have been hard at work gathering student feedback on retail preferences and ensuring that the process continues to run smoothly.

While witnessing the opening of Allard Hall, we also welcomed students from the former CFAC building in the Fall. This allowed us more of an opportunity to see students showcase their skills and talents at our consolidated downtown campus. This makes us even more excited for our own building to become the hub of activity, connecting the campus across 109 Street.

Continuously keeping student engagement as a priority, we re-implemented consistent Councillor Days for students to learn more about what SAMU has to offer and increase the accessibility of elected representatives. Additionally, we hosted two Food for Thought town halls in different locations, which allowed us to target students who have typically felt distant from our programs and services. During our annual Students' Council elections, we also held a referendum to include part-time students into the health and dental benefit, which passed by a large majority. We're excited to offer students the additional services they are looking for.

We also had the opportunity to run a variety of campaigns on issues including affordable instructional materials, barriers to post-secondary, and raising awareness of the use of different pronouns. In addition to our most popular events such as Fall Fest and Winter Fest, we also held Sex Week, the Mental Health Resource Fair, and the Political Mobilization event. Our Speaker Series featuring Chad Michael Murray was record breaking, and weeklong events such as StressLess saw large utilization.

On the international front, SAMU, with the assistance of Ukrainian Resource and Development Centre, was able to continue our partnership with student governments in Ukraine. We were hosted by the Ukrainian Catholic University Student Government in March, where students from across Eastern Europe attended to discuss academic integrity, student engagement, student representation, and advocacy. Many valuable experiences were gained through this opportunity.

Through our advocacy, we were able to obtain additional silent study space within the institution. Municipally, we were able to bring polling stations to campus. Provincially, our efforts brought an additional three years of mental health funding, allowing students to know that their mental health needs are being made a priority. Additionally, tuition was frozen for students across Alberta for another year, prioritizing the affordability of education.

As an organization led by students for students, we hope to ensure that student needs are a priority. I'm proud of everything that SAMU has been able to achieve over this year. I am also thankful for the resiliency of our staff, who have gone through considerable changes over the year. In future years to come, we will continue to make the needs of students a priority. We look forward to continuing serving you in the 2018-2019 year.

Stephanie Nedoshytko
SAMU President

2017/18 HIGHLIGHTS



- Creation of new Food for Thought in Fall semester to engage different demographic of students
- A successful Barriers letter-writing campaign to highlight the challenges faced by MacEwan students to our local Member of Parliament
- Updated all Bylaws and Policies to be gender neutral, done in consultation with students during the Winter Food for Thought
- Acquired a classroom for students to use as a silent study space year-round
- SAMU's Executive Committee got the opportunity to dedicate the East Atrium in Allard Hall in recognition of SAMU and student financial contribution to Allard Hall, and chose to name it after the late Elder Jerry Wood
- Health and Dental Referendum for part-time students passed successfully with 75.3% in favour
- Strategic Plan for 2018-2021 passed by Students' Council
- Structural steel framework for SAMU building has begun
- Implemented a new Student Advisory Committee Orientation and 184 students signed up to sit on the committee
- A SAMU Sex Week was implemented for the first time, featuring a series of events, workshops, and activities around sexual health and awareness
- Implemented new position descriptions, job evaluation, salary ranges and bands, full- and part-time contracts, performance development plan, and an HR software solution

STUDENT SURVEY HIGHLIGHTS

January 2018

2,757 students participated in the survey



Student demographics

- 73%** of our students are under 25 years old and 89% are under 29 years old
- 88%** are full-time students, and with the closure of CFAC and opening of Allard Hall, the majority are at the City Centre Campus

SAMU is important to students

- 97%** of MacEwan students have heard about SAMU, and over 90% know about our services and programs
- 68%** Safe Walk is the most visible service, with 68% of students knowing about it, up nearly 10% from the last two years

Students are most interested in

- 62%** Reducing the price of textbooks
- 54%** Reducing the cost of education
- 35%** Access to more scholarships and grants

GOVERNANCE

Fall 2017 Councillor Election

October 4-5, 2017

- 17 candidates ran for 14 positions
- 12% voter turnout – a slight increase from last year
- Part-time students voted to join the Health and Dental plan in the following year

Chair of Students' Council: Timothy Job

Spring 2018 Executive Committee Election

March 8 – 9, 2018

- Eight candidates ran for five positions
- 11% voter turnout – a decrease from last year when we also ran the U-Pass referendum

President: Parvin Sedighi
Vice President Academic: Jackie Kent
Vice President External: Andrew Bieman
Vice President Operations and Finance: Emma Patterson
Vice President Student Life: Tansy Spyker

ADVOCACY

- The tuition freeze was extended to 2019, saving MacEwan students over \$1 million a year and ensuring MacEwan continues to have the lowest tuition in Alberta
- The federal government expanded funding for university research by \$235 million
- Over \$25 million of mental health funding at university campuses was announced, including \$1 million at MacEwan University





VOLUNTEER PROGRAM

FUN FACTS

Safe Walk has seen a 24% increase in volunteer hours

2017/2018 saw the highest number of returning volunteers in the last three years

- Food Bank volunteers: 37 – 748 total volunteer hours
- Peer Support volunteers: 37 – 2,832.95 total volunteer hours
- Safe Walk volunteers: 41 – 1,697.25 total volunteer hours
- Events volunteers: 84 - 448.25 total volunteer hours
- Promo Squad volunteers: 20 – 401 total volunteer hours
- General Volunteers: 95
- Gray Gallery volunteers: 5
- Alberta College Campus (ACC) volunteers: 1

- Total volunteer hours accumulated: 5,929.5
- Total number of active volunteers: 189

Volunteer Incentive Program (VIP)

- 1-10 hours: 78 volunteers
- 10-20 hours (level 1): 29 volunteers
- 20-40 hours (level 2): 23 volunteers
- 40-70 hours (level 3): 23 volunteers
- 70-100 hours (level 4): 29 volunteers
- 100+ hours (level 5): 7 volunteers



PROGRAMS

Lifestyle and Wellbeing

PAWS for a Study Break

City Centre Campus

- Held seven times in the Students' Lounge
- 860 people attended
- An average of 107 attendees per visit

StressLess

Alberta College Campus

- 150 Fall semester attendees; 150 Winter semester attendees
- Fall and Winter activities: Draw for gifts cards and distributed mental health awareness gift bags

City Centre Campus

- Over 3,000 people attended and participated in activities
- Activities included: free coffee station, massage therapy provided by the Massage Therapy Club, free manicures, meditation by the Meditation Club, and more

Random Acts of Kindness

City Centre Campus

- Third year of this Lifestyle program
- Over 500 students engaged in various activities around campus
- Activities included: handing out gift cards for kind deeds, snack bags, and a special candy cane giveaway at Christmas

Sex Week – Dirty Sexy Bingo

City Centre Campus

- Part of SAMU's first Sex Week – first Dirty Sexy Bingo event run by SAMU's Lifestyle Program
- The venue was at capacity, with both games hosting over 80 participants each



Social Awareness/Community

BOWL-O-RAMA (Community Engagement)

- 51 people attended with 10 teams participating in the 16th annual Bowl-o-Rama event
- \$1,887 was raised for SAMU Cares

Global Awareness Week

City Centre Campus

- 80 attendees visited the SAMU GAW booth in Allard Hall
- SAMU had a booth to educate students on the wastefulness of coffee cups and a booth for the Student Refugee Program
- Giveaways included coffee tumblers and bags of fair trade coffee

Sex Week – Resource Booth

- 48 participants took part in various activities and games
- Part of SAMU's first Sex Week

SUSTAINaMANIA

Alberta College Campus

- Students were able to build their own terrariums
- 50 attendees

City Centre Campus

- Workshops included terrarium building, making your own tea bags, and water colour card painting
- Attendees included, The Office of Sustainability, Edmonton Waste Management, and Edmonton Composting
- Free Store also took place with hundreds of donated items finding new homes

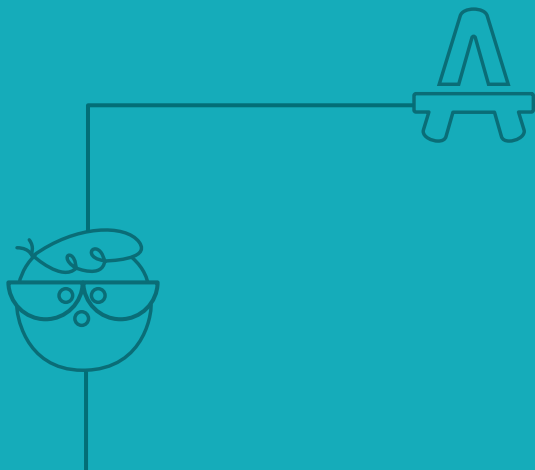
Community Initiatives/Campaigns

Gray Gallery

- Exhibit – “Art: Our Stories” put on by the Faculty of Health and Community Studies and Nursing
- Over 70 people attended throughout the exhibit and opening night

Grayworks

- Rebranded Adopt-a-Painting, now Grayworks
- For the first time the entire event took place online, with bidding all done electronically
- Over \$1,500 raised for SAMU Cares



SERVICES



Food Bank

- Number of volunteers: 37
- Number of hampers given out: 171 (All campuses)
- Most used in October and March

FUN FACTS

Introduced a halal hamper and started access to the Food Bank twice monthly instead of once per month.

Breakfast Club

Alberta College Campus

- Seven events held
- Fed approximately 1,370 students
- \$2,995.29 worth of food was consumed throughout the year

City Centre Campus

- 21 events held
- Fed approximately 8,739 students
- Highest attended event was Nov. 29, with 624 people
- Most popular food: Nutella Sticks and hash browns
- \$21,106.03 worth of food was consumed throughout the year
- Added hummus and Greek yogurt to the menu. Added hot breakfast sandwiches once a month.

Safe Walk

- 41 Volunteers
- 1,697 Volunteer Hours
- 75 Walks throughout the year
- Times most used: 8:30 p.m. – 9:30 p.m.
- October and November were the busiest months
- Opened our Allard Hall location from 9:30 p.m. – 11:00 p.m., Monday to Thursday.
- Started a week of 'Group Walks' to ensure people were more comfortable about approaching the service.

Peer Support

City Centre Campus

- 37 volunteers
- 2,832 volunteer hours
- 210 students utilized Peer Support - 44% increase in usage from the previous year
- Busiest months: October and January



SAM Centre

- Ski passes sales increased by 29.7% from last year
- Movie passes sales decreased by 41.4% from last year

U-Pass Pick Up Rate

- Spring 2017: 78% and 53 replacement U-pass stickers sold
- Fall 2017: 89% and 120 replacement U-pass stickers sold
- Winter 2018: 83% and 93 replacement U-pass stickers sold

the griff

- Total articles: 117
- Total words: 92,088
- Estimated copies picked up: 8,100
- Number of volunteers: 26

This year, *the griff* introduced a new front-of-book section to the magazine. The section aimed to give students recurring articles to look for each month. We included an off-campus study spot, a recipe, a how-to, a date night, and a club q+a in each of our seven publications. The feedback we received about the new section was positive, with volunteers regularly coming up with their own ideas for topics to include.

Health and Dental

- Plan Enrolment*: 9,997 students
- Total health claims made: 16,015
- Total dental claims made: 10,150
 - Total prescription claims made: 11,683

* Plan enrolment is the average of monthly single equivalent enrolment for the period of September 1, 2017 to May 31, 2018.

ELoans

- Amount of money disbursed: \$13,875
- Number of students assisted: 21
- Loans ranged from \$200 to \$1,000

SAMU Cares

During the 2017-2018 fiscal year, we raised \$20,714 for SAMU Cares, formerly known as Adopt-a-Family. Thanks to several SAMU initiatives and the support from our community partners, we were equipped with the funds needed to provide financial relief to students for another year.

Fall 2017

- \$7,550 disbursed
- 31 students received bursaries
- Total of 36 children in the families assisted
- Bursaries ranged from \$100-\$450 per family

April 2018

- \$5,050 disbursed
- 20 students received bursaries
- Total of 12 children in the families assisted
- Bursaries ranged from \$150-\$400 per family

Clubs

- Number of clubs: 100
- Number of events: 500
- Total number of operational grants awarded to clubs from SAMU: \$23,400
- Event grants awarded: \$47,056.12
- University funding awarded to clubs: \$39,000
- Volunteer hours contributed by clubs: over 25,000 hours

Clubs Highlights

- The MacEwan Game Development Club was awarded Club of the Year
- The MacEwan Live Music Club was awarded New Club of the Year
- Marc Yegani from the Idea and Social Club won Club Member of the Year
- Attended the Allard Chair Celebration honouring Teresa Spinelli with several business clubs
- 10% of our SAMU clubs registered for a Co-Curricular Record Program which details student involvement.



“

My student club involvement has been one of the most enriching experiences of my university career. Being the president and founder of the Idea and Social Club provided me with the opportunity to developed new leadership and managerial skills as well as to build new friendships and contacts inside and outside the university. The most rewarding aspect of my club experience however, is knowing that I was able to be part of something that added value to my peers and to the university as a whole.

”

Marc Yegani



EVENTS

Fall Fest

City Centre Campus | September 14 – 15, 2017

- 3,994 student attendees
- Bands: The Pistolwhips, Royal Tusk, Rural Alberta Advantage, The Boom Booms, Tourist Company, Dragonette, Olivia Wik, and David Unsworth
- Activities: Giant Jenga, bean bag toss, and Connect Four

Alberta College Campus | September 21, 2017

- 375 Attendees
- Activities: Caricaturist and prize wheel

SAMU Votes FB #askmeanything

A Facebook page was utilized as a forum for the Councillor and Executive candidates to campaign during their respective elections

**Councillor Facebook AMA Group
September 27, 2017**

Posts: 12
Comments: 162
Active Members: 101

**Executive Committee Facebook AMA Group
March 6, 2018**

Posts: 15
Comments: 74
Active Members: 114
Food for Thought

Food for Thought

City Centre Campus | October 25, 2017

- 153 attendees
- Topics: SAMU Building, Advocacy and Governance, Programs and Services, U-Pass and Health & Dental, Share Your Thoughts
- Majority of the students were from the Faculty of Nursing

City Centre Campus | February 7, 2018

- 150 attendees
- Topics: SAMU Building, SAMU fees, Advocacy and Governance, Programs and Services, U-Pass, Health & Dental, Bylaws, Share Your Thoughts
- Majority of the students were from the School of Business

Winterfest

City Centre Campus | January 20, 2018

- 1,386 attendees
- Activities: Ice fishing, sleigh rides, snowshoe races, snow bowling, hockey shoot out, fire pit, and vendor activities
- Five MacEwan students performed acoustic sets
- Nine vendors

Alberta College Campus | January 22, 2018

- 50 Attendees
- Activities: Snowball toss and spin the wheel



Halloween

Alberta College Campus | October 31, 2017

Activities: Pumpkin carving competition and costume contest

Valentine's Day

Alberta College Campus | February 14, 2017

Activities: Valentine's treats given out

SAMU Music Showdown

April 20, 2018

- Held at Denizen Freehouse
- The format changed this year and student bands performed for a cash prize
- Student bands: Double Double, X62, No Such Thing as Ghost

Speaker Series

Jared Keeso

City Centre Campus | November 2, 2017

- 282 attendees
- Supporting Canadian talent
- The VIP portion of the show is open to students only and speakers can spend as much time as possible with each person

Chad Michael Murray

City Centre Campus | March 23, 2018

- 507 attendees
- The event was completely sold out
- Fun Fact: 3% increase in MacEwan student attendees at this event compared to the Fall edition of Speaker Series

Awards Night

City Centre Campus | April 6, 2018

- 147 attendees
- Entertainment: Student band, cookie bar mix station, flower décor making station, photo booth
- Our community partners donated towards SAMU Cares and were recognized at the event for the first time this year

Comedy Night

City Centre Campus | November 17, 2017

An evening of Comedy during StressLess

- 46 attendees
- Comedians: Tyler Hawkins, Dom Pare, Gilson Lubin





CONTACT

City Centre Campus

Room 7-292
10700 - 104 Ave.
Edmonton, AB T5J 4S2

Phone 780.497.5631
Fax 780.497.5470

Monday - Friday | 8:30 a.m. – 4:30 p.m.

Alberta College Campus

Room 118
10050 MacDonald Drive
Edmonton, AB T5J 2B7

Phone: 780.633.3786
Fax: 780.633.3791

Mon. & Wed. | 9:30 a.m. – 12:30 p.m.
Tues. & Thurs. | 12:30 p.m. – 3:30 p.m.
Friday | Closed



samu.ca



[/SAmacewan](https://www.facebook.com/SAmacewan)



[SA_macewan](https://www.instagram.com/SA_macewan)



[@SAmacewan](https://twitter.com/SAmacewan)



[SA_macewan](https://www.snapchat.com/add/SA_macewan)