



ANNUAL REPORT

STUDENTS' ASSOCIATION OF MACEWAN UNIVERSITY | 2015/2016



Crowd at Jenna Marbles Speaker Series

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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

The 2015-2016 year was full of momentum for SAMU as we continued working towards achieving our goals. The SAMU Building project was our main focus, and we had a historic year as the students voted in favour for the new building plan. The successful referendum created leverage for the project and resulted in the approval of the building location, the hiring of Stantec as the project architect, and the approval of the building design by the MacEwan Board of Governors.

Student engagement continues to be a priority for the Association. Students' Council especially focused on building student relationships and continued with the monthly Councillor Days initiative, along with hosting two Food for Thought town halls (one in October and one in February). Nearly 300 students attended and participated in discussions surrounding the new SAMU Building, mental health, and our programs and services. Both Council and the Executive Committee are already incorporating this feedback into plans for the 2016-2017 year.

SAMU's Programs and Services are supporting our students more than ever, providing them with opportunities for growth and the skills to succeed after graduation. With over 4,000 volunteer hours logged and over 100 clubs operating, students are making an impact both on and off campus. We continue to support students through our Food Bank, with over 250 hampers distributed, and through the Breakfast Club, which served over 8,000 students free breakfast this year.

Let's not forget about our events; this year was a record-breaking year for both Fall Fest and the SAMU Speaker Series. Over 5,000 students attended our annual fall kick-off and over 800 students welcomed Jenna Marbles and Laci Green to MacEwan. Finally, the much-anticipated Fall Reading Break was approved and will be implemented in November of 2016.

This year, SAMU introduced the Vice President External to the team. With an additional leader, we were able to have a more predominant presence in advocacy in all three levels of government. Both provincial and federal governments faced elections this year; our advocacy efforts had a significant impact on voter turnout and the student vote created historical shifts in the political climate. In addition, our advocacy work with the Council of Alberta University Students (CAUS) brought a two-year tuition freeze for all students, helped reinstate the Student Temporary Employment Program (STEP) and extended mental health funding for universities. Federally, we were successful in advocating with the Canadian Alliance of Students Associations (CASA), receiving a 50% increase in financial aid funding for low to middle income and part-time students, and additional assistance in debt repayment programs.

Here at SAMU, we are continually working to improve the student experience by supporting you in your academics, advocating your needs to government and providing you with programs and services, ensuring your time at MacEwan is successful both in and out of the classroom. We are excited about the momentum building within the Association, and look forward to continuing to serve you in the 2016-2017 year.

Brittany Pitruniak



SAMU President



2015/2016 Executive Committee | Left to right: Lauren Mickel, Danika McConnell, Brittany Pitruniak, Sam Karras, Amy Beard

2015/16 HIGHLIGHTS

- Completed a **Request for Proposal for Health & Dental insurance** and signed a new 10 year agreement
- Passed the SAMU Building referendum
- Building location was approved by the Board of Governors
- Completed a procedure and policy review
- Successful implementation of Fall Reading Break, beginning in 2016

SAMU BUILDING MILESTONES

- Hired Stantec as our architect
- Consulted with students through surveys and a town hall event
- September 2015: began working with the University on a business case to be submitted to the Government of Alberta (GOA) for a loan
- October, 2015: 77% of students voted in favour of the building levy on October 28 - 29, 2015
- November 2015: First round of schematic design completed
- January 2016: Rough draft of business case submitted to GOA
- March 2016 – May 2016: Revisions made to schematic design
- May 2016: Board of Governors approved schematic design
- June 2016: Board of Governors approves business case, and we began community consultation for the SAMU building

STUDENT SURVEY RESULTS

November 2015

2,077 students participated in the survey



Students are most interested in

Reducing the cost of education

Reducing the price of textbooks



GOVERNANCE

FALL 2015 STUDENTS' COUNCIL ELECTION AND SAMU BUILDING REFERENDUM VOTE

October 8 – 9, 2015

Students' Council

- 16 candidates ran for 14 positions
- 9.39% voter turnout

Building Referendum

- 77.38% of students voted in favour of the SAMU Building levy

SPRING 2016 EXECUTIVE COMMITTEE ELECTION

March 9 – 10, 2016

- 18.45% voter turnout
- 14 candidates ran for 5 positions



President
Danika McConnell



Vice President Academic:
Katelyn Garlough



Vice President External:
Carley Casebeer



Vice President Operations and Finance: Amy Beard



Vice President Student Life:
Jason Garcia

Chair of Students' Council:
Jed Johns

ADVOCACY

- Over 4,000 students pledged to vote in the 2015 Federal Election with the **Get Out The Vote** campaign
- Government of Canada agreed to increase the Canada Student Grant program by 50% in 2016, which will increase funding to MacEwan students by approximately \$2 million
- Tuition was frozen for 2015 and 2016, saving MacEwan students \$3.5 million and ensuring MacEwan continues to have the lowest tuition in Alberta
- The SAMU Executive Committee, along with their counterparts from other Alberta universities, met with over 40 MLAs to discuss ways to make university education more affordable and better for students

VOLUNTEER PROGRAM

Total number of SAMU volunteers

136

26

Food Bank

27

Peer Support

22

Safe Walk

9

Lifestyle

10

Gray Gallery

3

Clubs research

14

Community

8

CFAC Peer Support

8

CFAC Events

8

ACC

51

Events

Total volunteer hours accumulated

3,411.75

Most requested
volunteer areas:

**Peer Support
and Food Bank**

Volunteer Incentive Program (VIP)

0-10 hours:
66 volunteers

10-20 hours (VIP level 1)
15 volunteers

20-40 hours (VIP level 2)
25 volunteers

40-70 hours (VIP level 3)
16 volunteers

70-100 hours (VIP level 4)
11 volunteers

100+ hours (VIP level 5)
3 volunteers

SAMU VOLUNTEER BOOTH

Centre for the Arts and Communications

September 15, 2015

- Goal was to raise awareness about volunteering
- Fun takeaway: a pencil with a tag that says: "Pencil your name here and become a volunteer"



Paws For A Study Break

PROGRAMS AND SERVICES

PROGRAMS

LIFESTYLE AND WELLBEING

PAWS FOR A STUDY BREAK (THERAPY DOGS)

City Centre Campus

- Held 5 times in the Students' Lounge
- An average of 172 attendees for each event
- Each event had between 3 and 5 dogs

STRESSLESS

Alberta College Campus

Fall semester: November 24 – 25; Winter semester: March 29 – April 1

- 240 Fall semester attendees; 200 Winter semester attendees
- Fall Activities: Giant Jenga, board games, bubble wrap floor, Mario Kart, grab bags and hot breakfast
- Winter Activities: Therapy Dogs, de-stress grab bags, art therapy, game day with Mario Kart on Wii, board games and hot breakfast.
- Centre for the Arts and Communications
- Fall semester: November 24, 2015; Winter semester: April 5, 2016
- 300 fall semester attendees; 210 winter semester attendees
- Fall activities: carnival games, Mario Kart, free massages and hot breakfast
- Winter activities: Candy bar, guessing games, Bob Ross Paint Along, free massages, Wii games and hot brunch
- City Centre Campus
- Fall semester: November 23 – 27, 2015; Winter semester: April 4 – 7, 2016
- Paws for a Study Break
- Activity Room: 889 attendees total (both semesters, 3 days each)
- Massages: 267 attendees (Fall semester 3 days; Winter semester 2 days)
- Manicures: 22 attendees (Fall semester, 1 day)
- Spa Day in Students' Lounge: 98 attendees (Winter semester, 1 day)

CFAC SELF DEFENSE CLASS

September 29, 2015

- Instructed by Reg Nugent
- 7 students attended

CCC RANDOM ACTS OF KINDNESS

- New program introduced at CCC to help promote kindness
- 20 Random Acts of Kindness recognition coins handed out to students
- Coins could be exchanged at the CCC SAMU office for \$5 MacEwan food services gift cards

SOCIAL AWARENESS/COMMUNITY

BOWL-O-RAMA

November 20, 2015, Plaza Bowl

- 17 teams of 4 people, 71 attendees total (including guests)
- \$2,940 raised

GLOBAL AWARENESS WEEK

Alberta College Campus

February 1, 2016: Culture of Tea

- 100 attendees
- Sampled 5 different teas from around the world – China (green oolong), India (Chai), Africa (Rooibos), Argentina (Mate), and Iran (Persian tea)
- February 3, 2016: Postcards and Flag Buttons
- 100 attendees
- Students made their own button with their country's flag on it
- Students were able to make their own postcards for family and friends, and SAMU mailed them

Centre for the Arts and Communications

February 3, 2016

- 50 attendees
- Global puzzles, tea buffet, button making and Samsara documentary playing throughout.

City Centre Campus

February 4, 2016

- SRP Awareness Booth: Interactive information session about the Student Refugee Program
- 117 participants

SUSTANaMANIA (formerly *Common Ground*)

March 16 – 17, 2016

Alberta College Campus

- DIY stations: stationary, pencils and notepads, jewellery and terrariums
- 70 attendees

Centre for the Arts and Communications

- Paint Pots, Plant a Plant, Take it Home, Free Store
- DIY natural cleaning products and metal engraving
- Animal documentary playing throughout
- 250 attendees

City Centre Campus

- 466 attendees
- Make your own tea station: 142 attendees
- Make your own coconut lotion: 100 attendees
- Make your own shampoo and conditioner: 45 attendees
- Herb planting station: 142 attendees
- Free Store

CCC EASTER GIVEAWAY

March 23, 2016

- Handed out Kinder Surprise eggs with encouraging quotes on them before Easter
- 480 eggs given out

GRAY GALLERY

This is the first year that Gray Gallery exhibitions were student-run!

Exhibit #1: Flamingo

October 29 - November 12, 2015

- 13 pieces from 8 artists
- 25 attendees at exhibit opening; 8 attendees during daily hours

Exhibit #2: Three Square Meals

November 25 – December 11, 2015

- 52 pieces from 19 artists
- 223 attendees at exhibit opening; 10 attendees during daily hours
- Collected Food Bank donations (totalling 3 food hampers, 58 individual items)

Exhibit #3: theART of Health Care

March 23 – April 8, 2016

- 30 pieces from 12 artists
- 66 attendees at exhibit opening; 51 attendees during daily hours
- Both MacEwan University faculty and student artists

INTERNATIONAL STUDENT PLACEMENT PROGRAM (ISPP)

CONVERSATION CLUB

- Students met every week for 2 sessions, each 1 hour long to practice speaking English

STUDENT REFUGEE PROGRAM (SRP)

SRP Awareness Campaign (ACC)

- Ran during Global Awareness Week
- Interactive map of the world
- SRP Slideshow, prizing, myths about refugees, info sheet with refugee statistics
- Sponsored Students
- SAMU welcomed Aden Omar to MacEwan (and Canada!) in December. He enrolled in the EAL program and has since been accepted to Bachelor of Arts for Fall 2016
- Idiris Bashir is graduating from the SRP sponsorship program this year and has been accepted into the Bachelor of Science in Nursing for Fall 2016
- Partnered with the World University Service of Canada (WUSC) this year with the goal of working with the Shine a Light campaign to raise awareness of the importance of girls' education. We remain hopeful that SAMU will be able to sponsor more female students in the future.





Good Nature performing at the 2016 CFAC Music Showcase

SERVICES

Food Bank

Number of volunteers

20

Number of hampers given out

257

(all campuses)

Approx. cost per hamper (\$)

40

Approx. average weight for each hamper (lbs.)

20-25

At ACC, females requested over 78% of all food hampers.
CCC moved from 3 - 4 days worth of food in each hamper to
5 - 6 days, and added more gluten free and vegan options

Most donated item:

Kraft dinner

Most interesting item donated:

homemade sauerkraut

Most used in **September,**

November and March

BREAKFAST CLUB

Alberta College Campus

- 9 events held
- Fed approximately 1,446 students
- Most popular food: fruit
- \$2,301 worth of food was consumed throughout the year

Centre for the Arts and Communications

- 11 events held
- Fed approximately 1,100 students
- Had cartoons playing in the background for added entertainment

City Centre Campus

- 21 events held, including 2 hot breakfasts
- Fed approximately 6,006 students
- Most popular food: Clif Bars and muffins
- \$12,600 worth of food was consumed throughout the year

SAFE WALK

22

Volunteers

602

Volunteer hours

23

Walks throughout the year

Times most used:
7:30 p.m. – 8:30 p.m.
during the winter months

PEER SUPPORT

Centre for the Arts and Communications

- 8 volunteers
- Operated for approximately 308 hours
- 19 students utilized Peer Support
- Busiest months: January and February
- Most of the use was for withdrawal from the Food Bank

City Centre Campus

- 27 volunteers
- Operated for approximately 800 hours
- 102 students utilized Peer Support
- Busiest months: November and March
- Most referred to Student Affairs
- Peer Support training requirements were modified this year: Peer Support volunteers are now required to complete 40 hours of training

ACC Peer Tutoring

The program was shut down due to insufficient number of volunteers to support the overwhelming demand of students requesting the service

SAM CENTRE

- WEM Passes are the most popular item for sale at CCC
- Faxing Services are most popular at ACC

U-PASS

- Pick up rate
 - Spring 2015: 74%
 - Fall 2015: 86%
 - Winter 2016 : 82%
- 151 Replacement U-Pass stickers sold

THE GRIFF

Total articles

105

Total words

95,000

Number of volunteers

32

Estimated copies picked up:

7,200

the griff had a big transition this year, switching from a weekly newspaper to a magazine format with 6 monthly editions. The transition was received very well and the griff got a lot of great feedback regarding the look of the magazine and the richer storytelling.

SAMU MARKETPLACE

- 480 textbooks posted

HEALTH AND DENTAL

- Students enrolled: Health 9,169; Dental 9,188
- Total health claims made: 20,295
- Total dental claims made: 12,799
- Total prescription claims made: 15,588

eLOANS

- Amount of money disbursed: \$13,610
- Number of students assisted: 18

ADOPT-A-FAMILY

\$4,069.50 was raised for Adopt-A-Family through the **Textbook Buyback** initiative

\$9,282 was raised for Adopt-A-Family through MacEwan Transportation Services' **Make Magic** campaign

December 2015

- \$6,250 disbursed
- 20 students received bursaries
- Total of 28 children in the families assisted
- Bursaries ranged from \$200-\$500 per family

April 2016

- \$3,600 disbursed
- 11 students received bursaries
- Total of 9 children in the families assisted
- Bursaries ranged from \$200-\$500 per family



Awards Night 2016 | Angela Johnston, Managing Editor of *the griff*, won SAMU Employee of the Year

CLUBS

Number of
clubs

121

Number of
club events

376

Number of
club fundraisers

95

Operational Grants disbursed:

\$21,600

to
71
clubs

Events Grants disbursed:

\$38,525.⁵⁸

to
32
clubs

Student Led Initiative disbursed:

\$127,150

to
11
clubs

Donations:

\$2,765.60
donated to external
organizations

Highlights

- Canadian Nursing Students Association Club was awarded the 2017 Nursing Conference in Edmonton.
- German Club hosted the first Oktoberfest and over 80 students were immersed in German Culture
- Miracle Workers and Miracle Makers Club hosted its first Dancethon Fundrasier for the Stollery Children's Hospital
- The MacEwan Hip Hop Club hosted its first Hip Hop Dance styles to a packed house in the MPR
- Geek Girls won the New Club of the Year award at SAMU Awards Night
- MacEwan University Commerce Club won Club of the Year
- Natalia Chiles won the Club Member of the Year award, which was new this year

EVENTS

FALL FEST

Centre for the Arts and Communications

September 16, 2015

- 500 attendees
- Bands: Nadine Kellman & The Black Wonders, Picture by the Ocean, and Bryan Finlay
- Activities: adult colour therapy

City Centre Campus

September 17 – 18, 2015

- Record breaking attendance with 5,089 student attendees
- Bands: Bryan Coffey and the Best Friends, Ella Coyes, Tupperware Remix Party, Sleepy Tom, Hello Me, Sketches of Eternity, Lucas DiPasquale, Rykka and Kira Isabella
- Activities: Fooseball, skee ball, arcade games and vendor booth activities

STUDENTS' COUNCIL MEET & GREET

October 21, 2015 at CFAC; October 22, 2015 at CCC

- 200 attendees total
- CFAC had 7 of 14 candidates participate
- CCC had 12 of 14 candidates participate



Rykka performing at Fall Fest 2015

WINTERFEST

Alberta College Campus

January 19, 2016

- 350 Attendees
- Caricature Artist, Giant Connect 4, Picture Frame Painting, Photo Booth
- This was a record for number of students attending an ACC event!

Centre for the Arts and Communications

January 12, 2016

- 300 Attendees
- Bands: The Awesomeshots, Sam Spades and Madi Allen

City Centre Campus

January 22, 2016

- 1,131 attendees
- Activities: Curling, sleigh rides, snowshoe races, hockey shoot out, fire pit, ice carvers and vendor activities
- 3 MacEwan students performed acoustic sets
- 9 vendors
- Giveaways: mugs, socks and HBC Canada gloves (which were extremely popular)

EXECUTIVE COMMITTEE MEET & GREET

March 1, 2016 at CFAC; March 2, 2016 at CCC

- Attendees: CFAC – 61; CCC – 105
- Candidates: CFAC – 14; CCC – 14
- Created “Candidate” passes, which helped students identify and mingle with the candidates easily

ALBERTA COLLEGE CAMPUS

Halloween

October 28, 2015

- Pumpkin Carving Competition

October 30, 2015

- Horror movies and treats

Fall Outing: An Afternoon at the Royal Alberta Museum

November 13, 2015

- 15 attendees
- A chance for students to see the Royal Alberta Museum before it closed for relocation

Call of the Wild: ACC Camping Trip

June 4-5, 2016

- 15 students camped for the first time
- Camp Warwa

POP! Ice Cream

June 7 and 28

July 6, 13 and 27

August 9

CENTRE FOR THE ARTS AND COMMUNICATIONS

Open Mic

October 8, 2015

- Students were able to showcase musical skills while enjoying free snacks
- 70 students attended

Halloween: Bands as Bands

October 29, 2015

- 5 musical acts performed as their favourite bands
- 100 students attended

Free Store

November 18, 2015

- Received \$26 in Food Bank donations
- 20+ students attended

Travel Photo Contest

February 1- 5, 2016

- 21 entries

Student-Led Happiness Day

February 12, 2016

- Handed out Happiness gift bags to students face-to-face until supplies ran out
- Happiness Gift Bag contents: lotion, soap, candle, lip balm, candy, silly putty, gum, tea, and a little message from SAMU

SAMU Music Showcase

February 26, 2016

- Amazing musical performances by MacEwan talent:
 - Maria Phillipos
 - Rebecca Lappa
 - Good Nature
 - TAT
- Held at Filthy McNasty's
- Number of attendees: 237

CITY CENTRE CAMPUS

Food for Thought

Fall Semester

Food for Thought: Building Edition

October 2, 2015

- 144 attendees
- Topics discussed: sustainability, expansion, fees, study space, clubs space, food service and retail, and a general "share your thoughts" table
- Mock-up of MacEwan for students to look at as well as visuals on each table

Winter Semester

February 10, 2016

- 141 attendees
- Topics: SAMU fees, SAMU Building, study space, external relations, Health and Dental, Programs and Services, and a general "share your thoughts" table
- Used promo team to inform students of the event and free food, which resulted in the busiest afternoon

Speaker Series

Jenna Marbles

February 12, 2016

500

attendees (sold out)

\$4,961.²⁵

in ticket sales

"Fun, interactive, outgoing, informative, funny, knowledgeable, inspirational and engaging."

Laci Green

March 3, 2016

259

attendees

\$3,127.³²

in ticket sales

"Informative, thought provoking and knowledgeable."

"We were amazed by how dedicated she is to her fans, and her fans to her. The line up at the door was all the way to the 109th Street pedway!"

From the Jenna Marbles Speaker Series

Awards Night

April 1, 2016

- 147 attendees
- Entertainment: Frederick Mack Trio, 4 caricature artists, photo booth and espresso bar
- Red carpet experience with paparazzi
- Everyone loved the entertainment and party favours; the nominee video made by marketing was very successful, and made the event more entertaining and personal



Winterfest 2016

Ciao Night

April 22, 2016

- 70 RSVPs; 51 attendees
- Food was from the Italian Centre shop, Café Amore Bistro and Pinocchio Ice Cream
- Accordionist playing classic Italian songs around the room along with clips of old Italian films playing on the televisions in the Students' Lounge

Golf Classic

June 27, 2016

- 18 teams registered; 16 teams played
- 10 sponsors
 - 3 Gold
 - 1 Griffin
 - 1 Weather
 - 4 Hole
 - Molson provided beer
- Raised **\$16,530.37** for Adopt-A-Family and student scholarships and bursaries

Excellent weather, the golfers found value in playing with a Griffin Golf Team member, and the SAMU golf socks were a big success!

Location: RedTail Landing



CONTACT

City Centre Campus

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

Centre for the Arts
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10045 - 156 St.
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Monday - Friday | 10 a.m. – 4 p.m.

Alberta College Campus

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Edmonton, AB T5J 2B7

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Monday - Thursday | 9 a.m. – 4 p.m.
Friday | 9 a.m. – 3 p.m.

