



ANNUAL REPORT

STUDENTS' ASSOCIATION OF MACEWAN UNIVERSITY | 2016/17



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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

2016-2017 was a year of challenge, change, and continued success. The SAMU Building project, a vision and goal built through the continued dedication of many, began to take form with construction developments. The excitement could not have been more evident as the planning became a reality. With the support of students, the entire MacEwan community, and the Government of Alberta, we were able to move forward with the project with the needs of students at the forefront. In April 2017, we celebrated the partnerships and the future opening with a successful ground-breaking ceremony. In attendance were government officials, student leaders (past and present), and project partners with sights set on an opening for Fall 2019!

With new developments, we also said goodbye to fond memories of an old home as arts students moved to City Centre Campus from the Centre for the Arts and Communications (CFAC). Throughout the spring, we celebrated our students and the years of beauty that emerged from CFAC's halls. Despite the treasured years spent in that big orange building, we are more than thrilled to finally be together downtown.

In light of MacEwan's annual Global Awareness Week, SAMU, in partnership with the Ukrainian Research and Development Centre of MacEwan, welcomed three student leaders from Ukraine to exchange ideas and initiatives about governance and student issues. It was a phenomenal opportunity to host these students in our country.

Student safety is essential, and SAMU took further steps this year toward eliminating sexual violence on campus and providing students opportunities to better understand how to remove rape culture from our day-to-day lives. We worked closely with MacEwan groups, and brought attention to this issue on provincial and federal stages. It is our hope to be leaders against this problem, and to ensure that students feel safe and supported on and off campus.

Externally, our advocacy with the Council of Alberta University Students solidified funding for mental health supports on our campus, and for our peers across the province — a subject that will continue to be a priority for students. Our external efforts will always be working toward furthering the post-secondary system to be one that provides quality, accessibility, and affordability for current and prospective students.

Continued engagement will always take priority, and as such, Students' Council took great initiative to ensure relationships were fostered and conversations were maintained, giving us all a better understanding of student needs as we set direction and priorities.

This year, our annual Food For Thought town hall allowed for this engagement, especially during a year of many changes. Aligning with our annual Executive Committee elections was also a referendum for the renewal of the U-Pass, boasting an 87% "Yes" vote for its continuation. This vote came following the inclusion of the municipalities of Spruce Grove, Fort Saskatchewan, and Leduc, making the U-Pass all the more accessible to students in our region. At the backbone of the organization are our incredible volunteers, who continue to clock countless hours supporting our events, and contributing to the success of our programs and services — SAMU wouldn't be SAMU without all of you!

Taking note of our events, this year was a record-breaking year for both Fall Fest and Winter Fest, welcoming thousands of students to participate in good food, great music, and prizes galore. Over 5,000 students attended our annual fall kick-off, and countless students welcomed our Speaker Series guests: Natasha Lyonne from Orange is the New Black, and travel and photography experts, Ami Vitale from National Geographic and Robin Esrock from The Great Canadian Bucket List.

SAMU is continually working to improve the student experience by supporting you throughout your time here, both in and outside of the classroom. Advocating your needs to government and MacEwan administration so we can provide you with programs and services ensures that your time spent here is worth remembering. We are excited to continue growing alongside all of you, and look forward to continuing to serve you in the 2017-2018 year.



Danika McConnell
SAMU President



2016/2017 Executive Committee

Left to right: Carley Casebeer, Amy Beard, Danika McConnell, Jason Garcia, Katelyn Garlough

2016/17 HIGHLIGHTS

- A media launch and ground-breaking event kicked off construction on the SAMU building
- SAMU's Pride March welcomed over 50 participants to kick off MacEwan's inaugural Pride Week
- Advocated to the federal and provincial governments regarding sexual violence on Canadian campuses
- Successful U-Pass referendum
- Successful #textbookbrokeAB campaign brought awareness to Open Educational Resources on campus
- Students' Council Meetings policy passed by Students' Council to officially have Treaty 6 Land Recognition at the beginning of each council meeting
- Expansion of the Post-Secondary Student Support Program
- Increased funding for work integrated learning

STUDENT SURVEY RESULTS

November 2016

2,994 students participated in the survey

74%

of our students are under 25 years old

87%

of our students are under 29 years old

88%

are full-time students

STUDENTS ARE MOST INTERESTED IN

Reducing the price of textbooks

Reducing the cost of education

57%

More study space

56%

Access to more scholarships and grants

37%

37%

GOVERNANCE

FALL 2016 STUDENTS' COUNCIL ELECTION

October 5 – 6, 2016

- 20 candidates ran for 14 positions
- 10.84% voter turnout

SPRING 2016 EXECUTIVE COMMITTEE ELECTION AND U-PASS REFERENDUM VOTE

March 8 – 9, 2016

- 32.66% voter turnout
- 17 candidates ran for 5 positions
- 86.90% of students voted in favour of the U-Pass

FUN FACT: 2017 EC ELECTION VOTER TURNOUT WAS HIGHER THAN ANY OTHER SCHOOL IN ALBERTA



President
Stephanie Nedoshytko



Vice President Academic
Robbie Lepp



Vice President External
Parvin Sedighi



Vice President Operations & Finance
Emma Patterson



Vice President Student Life
Jason Garcia

Chair of Students' Council
Timothy Jobs

ADVOCACY

- The tuition freeze was extended to 2018, saving MacEwan students over \$1 million and ensuring MacEwan continues to have the lowest tuition in Alberta
- The federal government expanded funding for indigenous students by \$90 million
- The SAMU Executive Committee, along with their counterparts from other Alberta universities, met with over 50 MLAs to discuss ways to make university education more affordable and better for students
- Our VP External was elected chair of the Canadian Alliance of Student Associations (CASA), representing over 300,000 students across Canada

VOLUNTEER PROGRAM



Total volunteer hours accumulated

5875.75



Food Bank



Peer Support



Safe Walk



Lifestyle



Gray Gallery



Community



CFAC Events



CFAC Peer Support



ACC



Events



Promo Squad



General Volunteers



Volunteer Incentive Program (VIP)

1-10 hours
103 volunteers

10-20 hours (Level 1)
33 volunteers

20-40 hours (Level 2)
20 volunteers

40-70 hours (Level 3)
27 volunteers

70-100 hours (Level 4)
24 volunteers

100+ hours (Level 5)
8 volunteers

PROGRAMS AND SERVICES

PROGRAMS



Paws For A Study Break

LIFESTYLE

PAWS FOR A STUDY BREAK

City Centre Campus

- Held **8 times** in the Students' Lounge
- Each event had between **4 and 5 therapy dogs**
- Total of **1,299 students** attended, an average of **162 attendees** per visit

Centre for the Arts and Communications

- Held **3 times** over the Fall and Winter term
- Had an average of **147 attendees**
- Each event had an average of **4 therapy dogs**

STRESSLESS

Alberta College Campus

Fall semester: November 21 – 24, 2016; Winter semester: April 3 – 7, 2017

- **213 Fall semester attendees; 217 Winter semester attendees**
- Fall activities: Giant Jenga, board games, bubble wrap floor, Mario Kart, grab bags, and hot breakfast
- Winter activities: 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 30, 2016; Winter semester: April 5, 2017

- Fall and Winter term had an average of **300 guests**
- Fall activities: free manicures, free massages, DIY roll ons, and DIY stress balls
- Winter activities: free massages, DIY Bath detox salts, and stone painting

City Centre Campus

Fall semester: November 28 – December 2, 2016; Winter semester: March 27 – 31, 2017

- Paws for a Study Break
- Silent Study space in the Students' Lounge
- Free Coffee station: **721 students** served (Fall semester: 3 days, Winter semester: 5 days)
- Massages: **240 attendees** (both semesters, 2 days each)

CCC RANDOM ACTS OF KINDNESS

- Second year of new Lifestyle program
- **115** Random Acts of Kindness recognition coins handed out to students
- **300 healthy snack bags** handed out to students around campus; **50 guac+chips bags** handed out, collaborating with *It Takes Two to Taco*

COMMUNITY

BOWL-O-RAMA

October 28, 2016: Plaza Bowl

- 15th annual event
- **58 attendees**, 10 teams
- **\$2,292 raised** for Adopt-a-Family

GLOBAL AWARENESS WEEK

Alberta College Campus

February 1, 2016: Culture of Tea

- **131 attendees**
- Sampled 5 different teas from around the world — China (green oolong), India (Chai), Africa (Rooibos), Argentina (Mate), and Iran (Persian tea)

Centre for the Arts and Communications

January 31 – February 2, 2017

- Between the cafeteria and the SAMU office (Rm. 153)
- Activities included a tea buffet, showing of a documentary, puzzles, drum circle and crafts
- Number of attendees was **60 on the first day, and 90 the second**
- 60 bags distributed to help students de-stress during exams

March 15, 2017: Fair Trade Booth

- **150 attendees**
- Fair trade coffee and hot chocolate
- Information sessions about fair trade

City Centre Campus

February 1, 2017

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

SUSTAINaMANIA

Alberta College Campus

March 15, 2017

- Distributed tomato plants
- **197 attendees**

Centre for the Arts and Communications

March 15 – 17, 2017

- An average of **71 attendees**
- Distributed tomato plants, painting of pots, students received a spider plant, handed out sustainable water bottles for students to take the initiative to limit their usage of plastic water bottles
- Free store
- 3 draws for Earth's General Store gift cards

City Centre Campus

March 1 – 2, 2017

- **731 attendees**
- DIY terrarium station: 200 attendees
- Make your own tea station: 250 attendees
- Face scrub station: 150 attendees
- Free store

CONVERSATION CLUB

Alberta College Campus

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

COMMUNITY INITIATIVES/CAMPAIGNS

Red Ribbon Campaign

November 24, 2016

- Partnering with MADD Edmonton to promote safe and sober driving
- **100 students** engaged

Easter Giveaway

April 7, 2017

- Handed out Easter eggs filled with chocolate and Easter buns on the last day of classes as a pre-finals pick-me-up
- **192 eggs given out**

GRAY GALLERY

Exhibit: Canada 150 Years of Daring to Care

March 9-23, 2017

- Put on by the Faculty of Health and Community Studies and Nursing
- **23 pieces from 10 artists**
- **40 attendees** at exhibit opening; **86 attendees** during daily hours



Gray Gallery

SERVICES

FOOD BANK

Number of volunteers	Number of hampers given out	Approx. cost per hamper (\$)
18	172	40
	(all campuses)	

Approx. average weight for each hamper (lbs.)

20-25

Female students requested over 78% of the food hampers at ACC. 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:
Beans
- Most interesting item donated:
10-year-old can of sardines
- Most used in:
November & March

BREAKFAST CLUB

Alberta College Campus

- 9 events held
- Fed approximately **1,440 students**
- Most popular food: fruit
- \$2,273 worth of food was consumed throughout the year

Centre for the Arts and Communications

- 12 events held
- Fed approximately **2,173 students**
- Had cartoons playing in the background for added entertainment

City Centre Campus

- 20 events held, including 2 hot breakfasts
- Fed approximately **6,900 students**
- Highest attended event was March 30, with 483 people
- Most popular food: Nutella sticks and bananas
- \$14,625.15 worth of food was consumed throughout the year

SAFE WALK

1369

Volunteer hours

29

Volunteers

114

Walks throughout the year



Times most used:
8:30 p.m. – 9:30 p.m.



Months most used:
October & November

SAFE WALK DID NOT HAVE TO
CANCEL ANY SHIFTS THIS YEAR.

A MINIMUM OF 2 VOLUNTEERS

COVERED EVERY SHIFT.

SAM CENTRE

- Cineplex Admit One were the most popular items for sale at CCC
- Oil King tickets tripled in sales in comparison to last year
- 56% increase in lift pass sales due to an increase in Ski Hill options

U-PASS

- **Pick up rate:**
 - Spring 2016: 76% and 47 replacement U-Pass stickers sold
 - Fall 2016: 88% and 113 replacement U-Pass stickers sold
 - Winter 2017: 84% and 97 replacement U-Pass stickers sold
- As of January 1, 2017, the **U-Pass service area increased by three cities** and now includes Edmonton Transit, Strathcona County, St. Albert Transit, Leduc Transit, Fort Saskatchewan Transit, and Spruce Grove

PEER SUPPORT

Centre for the Arts and Communications

- 6 volunteers
- **44 students** utilized the service
- Busiest month: December
- Most utilized service was the Food Bank and Pregnancy Tests

City Centre Campus

- 42 volunteers with 2,650 volunteer hours
- Operated for approximately **940 hours**
- **146 students** utilized Peer Support — **40% increase in usage** from the previous year
- Busiest months: November and March
- Most referred to Student Affairs and Academic Advisors
- Peer Support volunteers are now required to complete 40 hours of training over two weekends

THE GRIFF

Total articles

124

Number of volunteers

28

Total words

102,686

Estimated copies picked up:

8,500

This year, *the griff* really found its way as a monthly magazine. We increased our number of publications to seven, with the additional issue hitting stands in April. Most feedback received throughout the year was positive, and we were able to include content from a variety of volunteers, as well as staff members. Overall, this year we learned what garners the most interest from readers, and what direction we want to go in the future.

SAMU MARKETPLACE

- 284 textbooks posted

HEALTH AND DENTAL

- Plan Enrolment*: Health = 9,686; Dental = 9,709
- Total health claims made: 18,677
- Total dental claims made: 12,556
- Total prescription claims made: 13,109

* Plan enrolment is the average of monthly single equivalent enrolment for the period of September 1, 2016 to May 31, 2017.

eLOANS

- Amount of money disbursed: \$16,550
- Number of students assisted: 21
- Loans ranged from \$200 to \$1,000

ADOPT-A-FAMILY

During the 2016-2017 fiscal year, we raised \$21,299.59 for Adopt-a-Family. The initiatives that contributed to this amount were: Bowl-a-Rama, Adopt-a-Painting, SAMU Golf Classic, Book Buy Back, and coin collection from the convenience store. Individual donations, donation from staff computer purchases, Make Magic, and the Appreciation dinner are to thank as well.

Fall 2016

- **\$14,450 disbursed**
- 39 students received bursaries
- Total of 28 children in the families assisted
- Bursaries ranged from \$200 – \$550 per family

Winter 2017

- **\$6,000 disbursed**
- 16 students received bursaries
- Bursaries ranged from \$300 – \$550 per family



Awards Night 2017 | Hosted by outgoing SAMU President, Danika McConnell, and incoming SAMU President, Stephanie Nedoshytko

CLUBS

Number of clubs

120

Number of club events

320

Operational Grants awarded:

\$21,600.00

Events Grants awarded:

\$47,681.90

University funding awarded:

\$127,584.20

Volunteer hours
contributed by clubs:



17,000+ hrs

EVENTS

FALL FEST

Centre for the Arts and Communications

September 16, 2016

- **420 attendees**
- Bands: Maria Phillipos, Rebecca Lappa, Good Nature, TAT
- Activities: create your own mug

City Centre Campus

September 17 – 18, 2015

- **4,640 student attendees**
- Students stayed an average of 2 hours, with some staying all day.
- Bands: Good Nature, Rebecca Lappa, Tat, Maria Philipos, New Electric, Tyler Shaw,
- The Zolas, Coleman Hell
- Activities: Giant chess, Jenga, Twister, Connect Four and vendor booth activities

Alberta College Campus

September 14, 2016

- **157 Attendees**
- Giant Snakes and Ladders, Giant Scrabble, prize wheel

Highlights

- Human Resources Club won Club of the Year and the Club President, Tianna, won the award for Club Leader of the Year
- Change Making Initiative Club won new club of the year
- Circle k Club raised \$6,000 by wrapping presents
- Latter Day Saints Club hosted a school spirit event that was attended by over 100 students
- Hip Hop Club organized its first Dance Competition with over 100 competitors
- Bolo Tie Collective published its first book of short stories
- Inqueeries Club hosted MacEwan's first Drag Queen show during Pride Week
- Design Studies Organization hosted its first conference with support from SAMU
- Oikos Club attended the international meeting in Hamburg, Germany, and received full membership in Oikos International
- Media Club held its first student photography show as part of helping students de-stress during exams
- Asia Pacific Management, Enactus, Accounting, CASE, Oikos, and United Nations clubs all collaborated on a travel session event promoting student travel and funding for student travel abroad



Coleman Hell performing at Fall Fest 2016

STUDENTS' COUNCIL MEET & GREET

September 28, 2016 at CFAC; September 29, 2016 at CCC

- **100 attendees** total
- CFAC had 15 candidates participate
- CCC had 16 candidates participate

WINTERFEST

Alberta College Campus

January 18, 2017

- **276 attendees**
- Caricature Artist, Games and SWAG

Centre for the Arts and Communications

January 26, 2017

- **310 attendees**
- Bands: Katie & the Wildfire, Hey! Listen!, The Misery Mountain Boys
- Activities: DIY Beeswax candles

City Centre Campus

January 22, 2017

- **1,648 attendees**
- Activities: Ice fishing, sleigh rides, snowshoe races, snow bowling, hockey shoot out, fire pit, and vendor activities
- 5 MacEwan students performed acoustic sets
- 9 vendors

ALBERTA COLLEGE CAMPUS

Halloween



Pumpkin carving competition

October 28, 2016



Horror movies and treats

October 31, 2016

Valentine's Day



Treat bags given out

February 14, 2017

CENTRE FOR THE ARTS AND COMMUNICATIONS

Halloween Extravaganza



Bands as Bands & Pumpkin decorating contest

October 31, 2016

Adopt-a-Painting



\$2112.00 raised

October 13, 2016

100 attendees, 15 volunteers

Talent Night



Students showcase all types of talents

October 19, 2016

75 attendees

SAMU Music Showcase



Held at 9910

March 4, 2017

Bands: Katie & the Wildfire, David Unsworth, Butterflyee, Olivia Wik



Winterfest 2017

CITY CENTRE CAMPUS

SAMU Votes FB #askmeanything

March 2017

- A Facebook page was utilized as a forum for the Executive candidates to campaign
- We promoted this opportunity online and disseminated handbills to candidates to promote the page while they campaigned in person

Food for Thought

February 8, 2017

- **110 attendees**
- Topics: SAMU fees, SAMU Building, study space, external relations, U-Pass Referendum, 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. Tables seemed to be more engaging this year.



Food for Thought 2017



Speaker Series 2016: Natasha Lyonne

SPEAKER SERIES

Natasha Lyonne
October 21, 2016

416

attendees

\$5,159.⁵⁸

in ticket sales

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

Travel Edition: Robin Esrock & Ami Vitale
March 24, 2017

210

attendees

\$1,497.³³

in ticket sales

"Informative, thought provoking, emotional and knowledgeable."

Natasha talked about the shows she's been on (Orange is the New Black), personal beliefs, behind the scenes stories, personal addiction and overcoming the odds.



Speaker Series 2017: Travel Edition

AWARDS NIGHT

March 31, 2017

- **157 attendees**
- Entertainment: Harpist, terrarium making, strolling magic, and photo booth
- Everyone loved the entertainment and party favours; the nominee video made by marketing was very successful, and made the event more entertaining and personal
- Amalgamated Ciao Night into this event

ANNUAL BENEFIT DINNER

Replaced Golf Classic with the Annual Benefit Dinner held on June 26, 2017 that directly raised funds for the Adopt-A-Family Program

- Exclusive dinner at Café Amore for donors
- 3 major sponsors
- **Raised \$5000** for Adopt-a-Family

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 142
10050 MacDonald Drive
Edmonton, AB T5J 2B7

Phone 780.633.3786
Fax 780.633.3791

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



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