

# WIE 2016-2017 ARE THE UVSS

ANNUAL REPORT 2017



Student Union Building



# TABLE OF CONTENTS

2016-2017 BOARD OF DIRECTORS	P. 1
ABOUT US	P. 3
MESSAGE FROM THE EXECUTIVE TEAM	P. 5
CAMPAIGNS	P. 6
FINANCE & OPERATIONS	P. 10
CLUBS & COURSE UNIONS	P. 12
EVENTS	P. 13
MEMBER OUTREACH & GOVERNANCE	P. 14
FOOD BANK & FREE STORE	P. 16

# BOARD OF DIRECTORS

## Lead Directors



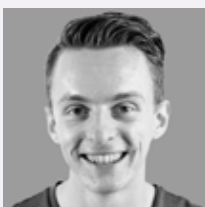
Alysha Flipse - Interim  
Director of Outreach &  
University Relations



Emma Kinakin  
Director of  
Student Affairs



Maxwell Nicholson  
Director of Campaigns  
& Community Relations



Jordan Quitzau  
Director of Events



Kevin Tupper  
Director of Finance  
& Operations

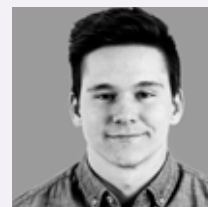
## Directors at Large



Alicia Armstrong



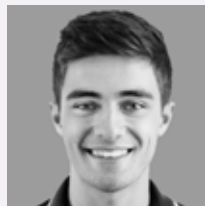
Michelle Brown



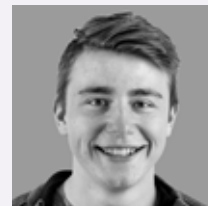
Alec Dawydiak



Kate Fairley



Avasta Farboud



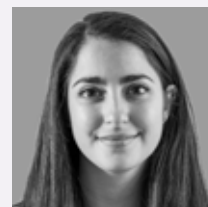
Carl Haynes



Isaac Hordiyuk



Catherine Musgrave



Elora Sheres



Jiayi (Grace) Wang

2016-2017

# BOARD OF DIRECTORS

## Director of International Student Relations

2016



Tianyang (David) Zhang

## Native Students Union (NSU) Representative

16 =



Bradley Thom

## Advocacy Group Representatives

2017



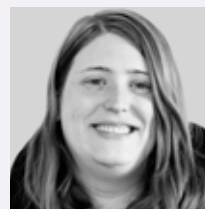
Lucy Hagos  
Students' of Colour  
Collective (SOCC)



Alexis Masur  
UVic Pride



Kenya Rogers  
The Third Space



Heather Mitchell  
Society for Students  
with a Disability (SSD)

# ABOUT US

All undergraduate students at the University of Victoria are members of the UVic Students' Society (UVSS). Founded in 1964, the UVSS is a non-profit society run by students that provides essential services, advocacy, representation, and events for our 18,000+ members. We are entirely separate from the University and we operate nine unique student-focused businesses in the Student Union Building (SUB). We work on a broad array of issues that affect students and we work hard to ensure that their voices are heard by the University administration and all levels of government.

## MISSION

Our mission is to be a leader in providing high-quality and accessible services, advocacy and events that enhance the student experience and build a campus community that embodies our values.

## VISION

Full student engagement in our core components of advocacy, events, services, businesses, and society governance.

## VALUES

Our values are what we stand for. They underlie everything that we do and guide how we make decisions, perform our work and work with each other. Our members' most valued aspect of the society is that it is student focused.

## GOOD GOVERNANCE

We take our responsibility to ensure the long-term stability and health of your students' society very seriously. To us this means ensuring participatory democracy and transparent decision-making, being prudent and judicious with your student fees, and being accountable for our actions.

## FUN!

We value fun in everything that we do. To us that means creativity, passion, spirit, lightheartedness, and not being institutional. Campus should be a fun place to be and students should feel excited and engaged about the work their students' society does.

## EXCELLENCE

We aim to be a leader not just among student societies, but among non-profits - and we pursue this goal through excellence. To us that means fostering creativity, driving innovation, promoting a learning culture, investing in our people, and by taking a compassionate approach to everything that we do.

## SERVICE

Service to students is why we exist. Our student-centered approach drives us to provide services that are high-quality, relevant, and meaningful to students. Whether it's our social enterprises, the Health and Dental Plan, or the UPass, we strive to ensure that we serve all members of the UVSS.

## SOCIAL JUSTICE

Whether we are advocating for student issues or putting the profits from our businesses back into services for students, the UVSS works every day to ensure no person is left behind. We work with campus and community partners to raise awareness and empower students to create change. To support this work, we will create inclusive and supportive spaces for student collaboration.

## GOVERNANCE

A democratically elected student Board of Directors oversees the UVSS. The Board meets twice a month in order to effectively govern the Society. Students are invited to actively participate on the Board's various committees.

The Board consists of the following directors:

- Eleven Directors-at-Large
- An International Student representative
- Four advocacy group representatives
- A Native Students Union representative
- Five full-time Lead Directors
  - Director of Campaigns & Community Relations
  - Director of Student Affairs
  - Director of Finance & Operations
  - Director of Events
  - Director of Outreach & University Relations

Elections for these positions take place in March, with the exception of the representatives for the Third Space (formerly the Women's Centre), UVic Pride, the Native Students Union (NSU), the Students' of Colour Collective (SOCC) and the Society for Students with a Disability (SSD). These groups elect their representatives to the Board of Directors at their general meetings.

## THE STUDENT UNION BUILDING

The UVSS operates nine businesses located in the Student Union Building (SUB). These businesses are social enterprises (businesses run for a social good) and their profits go back to students in the form of advocacy, events, and services. Many of the UVSS businesses have been recently renovated so that they are better able to serve students. The following are the nine UVSS businesses:

### Health Food Bar (HFB)

Wraps, sandwiches, fresh juice, and smoothies. Vegan and gluten free options.

### The Grill

Dahls, curries, burgers, and more. Vegan and gluten free options.

### Bean There Coffee Shop

Pizza, sushi, bagels, muffins, breakfast sandwiches, and coffee.

### Munchie Bar

Best coffee, espresso, and americano on campus.

### Felicitas's Campus Pub

Beer, wine, liquor, food, live music, karaoke, and other great events.

### Cinecenta Movie Theatre

Indie, foreign, and Hollywood films, and damn fine popcorn.

### Zap Copy – Digital Print Centre

7 cent copies, wide format printing, binding, and old exams.

### SUBText – Books & Things

Used textbooks, magazines, cards, snacks, and drinks.

### Catering & Conference Services

Meeting room bookings and catering.



## MESSAGE FROM THE EXECUTIVE TEAM

Hey everyone!

We would like to start by thanking you for giving us the opportunity to be part of the UVSS. We've all had a fantastic experience, and we're grateful for the opportunity to work with this wonderful community and to work for our members. We're proud of what we've accomplished so far this year and are excited for what's still to come!

The UVSS provides so many great events and services. We started the school year with Campus Kick-Off - a series of events that brought new and returning students together as they attended sold-out parties in the SUB, the classic pancake breakfast, and the ever popular Movie in the Park. This year, we even broke our record for single-day food sales in Felicita's Pub during Clubs and Course Union Days! We launched new campaigns and revitalized existing ones. We had a successful Sexualized Violence Awareness Week featuring Farrah Khan as part of our Let's Get Consensual campaign. We have been equally hard at work behind the scenes overseeing all clubs, course unions, the UPass, Health and Dental Plan, and the nine UVSS businesses.

We've done a lot more than just Campus Kick-Off though! Here are some other highlights from this year that we're proud of:

- Rebooted our website to make it more accessible for students
- Updated UVSS Electoral Policy to create fairer elections
- Successfully met quorum at our Annual General Meeting in October
- Overhauled the way we present UVSS finances to members
- Passed a budget that was almost \$200,000 superior to the previous year
- Increased the size of the Campus Kick-Off Farmers' Market
- Held two simultaneous sold out events at Felicita's and Vertigo with over 700 people attending
- Created brand new events such as Lazer Tag and a financial literacy seminar
- Reached over 80,000 social media users as a part of our TextbookBroke campaign
- Held Mental Health Awareness Week featuring keynote speaker Kevin Bree
- Held the largest September Clubs and Course Union Days in the history of the UVSS
- Improved policy for clubs and course unions to make processes more intuitive and understandable.

Not only did we accomplish all of the above, but we are currently on track to end the board term with an annual surplus!

We were very lucky to be given the chance to serve as your elected representatives. We wish you all the best in the coming semester.

Sincerely,

The 2016-2017 UVSS Executive Team.



# CAMPAIGNS



Maxwell Nicholson  
Director of Campaigns & Community Relations

## TextbookBroke

This year we launched our TextbookBroke campaign in conjunction with the Simon Fraser Student Society (SFSS) and the UBC Alma Mater Society (UBC AMS). This campaign speaks out against the high cost of textbooks and seeks innovative solutions by encouraging the unbundling of course materials and the adoption of free textbooks or Open Educational Resources (OERs). This year we have been focused on building awareness. In September, we ran the #TextbookBroke social media contest in conjunction with student societies across BC. Over 200 students at UVic participated in #TextbookBroke. It had a social media reach of over 80,000 students, including 3,799 likes, 138 comments, 501 shares and 41,529 post clicks. It was also featured on the CBC, the Martlet and BC Campus.

In addition to the frontline awareness work, we have had encouraging results behind the scenes. At UVic, an open education committee has been formed which includes members from the Learning and Teaching Centre, the Centre for Technology and Integrated Learning, the UVic Bookstore, the UVSS, and professors. This committee will provide a sustainable base for campus change and is currently developing an open textbook policy for UVic. As a result of our work lobbying professors about the benefits of OERs, we have already seen the adoption of two open textbooks - one for Earth and Ocean Sciences 120 and another in the works for Economics 103. This is projected to save students over \$100,000 per year.

## ReThink Mental Health

The ReThink Mental Health campaign aims to work collaboratively with the University on bringing awareness to mental health resources both on and off campus. The campaign has built relationships with national community organizations like the Canadian Mental Health Association, Need2, and the Saanich Legacy Fund. As a part of this campaign, we launched two successful community events. The first event - "Run for Your Brain" - was an obstacle course that students could compete in that sparked discussion on how to manage stress rather than avoid it. For this event, we brought community groups onto campus to share their resources. Over 50 students

# #TEXTBOOKBROKE



# ReThink

MENTAL  
HEALTH



participated in the race with many more who popped by to find out more about this campaign. For the second event - the first annual "Mental Health Awareness Week" - we worked with an amazing team to bring the renowned TED speaker Kevin Breel to campus, an event which drew over 450 students, faculty, and community members. To cover



the high speaking fees, we reached out to Bell Let's Talk who became the key sponsor of the event and an excellent resource for future projects and events. In the coming months, we will continue to showcase the mental health resources that students can access, and spark excitement about mental well-being.

## Rent with Rights

Our housing campaign Rent with Rights is a joint campaign between the UVSS, the SFSS, and the UBC AMS. With vacancy rates as low as 0.8%, it quickly became evident that housing was a pressing issue for students and low income families in the community. Although student housing presents a viable solution to this community issue, universities are currently restricted from financing student housing through debt. To address this problem, we have been raising awareness through media and political channels, but also working with municipal councillors to find the best government pressure points for this issue.

To build support for this issue, the UVSS coordinated with student societies across the province, including the Alliance of BC Students (ABCS), the SFSS, and the UBC AMS, which collectively represent over 160,000 students in BC. Through our work with Saanich councillor Fred Haynes we were able to get a motion to support action on campus housing and affordable housing tabled at the annual meeting of

the Union of BC Municipalities (UBCM). The UBCM represents every municipality in British Columbia and it gave unanimous support to this motion. In addition, coordinated presentations to the BC Standing Committee on Finance and Government Services saw our recommendation adopted as part of the committee's report.

As a result of our lobbying and collaboration with multiple stakeholders in the community and various levels of government, the BC government is now working to address this problem. We now have the real prospect of a solution not just for students, but for the many low-income families that have to face the reality of rising prices every day.

## Count On Our Vote

This year we will be working to build on the success of last year's This Year I'm Voting federal election campaign to get out the vote on May 9, 2017. The Count On Our Vote campaign will be a coordinated effort across the province to inform students on how to vote in their home districts, and to create buzz for the upcoming election through debates, forums, and candidate meetings.

## Let's Get Consensual

As a part of our ongoing and successful Let's Get Consensual campaign, we have continued to conduct outreach and support the Anti-Violence project and UVic CARE leaders in promoting healthy relationships and consent. This year we incorporated the message "We Believe Survivors" to add a support component to a strong consent campaign.

Our 3rd Annual Sexualized Violence Awareness Week was a great success. We kicked off with keynote speaker Farrah Khan at the event "We Begin by Listening" which drew over 300 students, staff, and community members for an excellent discussion of the importance of consent. And we hosted a survivor-themed craft fair in the quad featuring slam poets.

Thank you for your continued support of our campaigns!

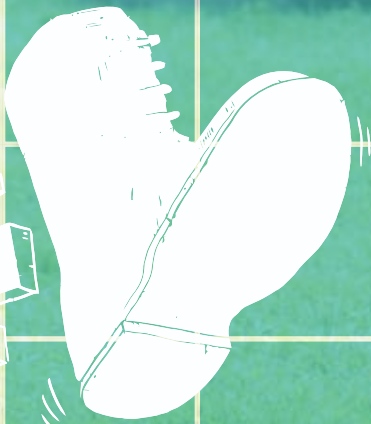
Best,

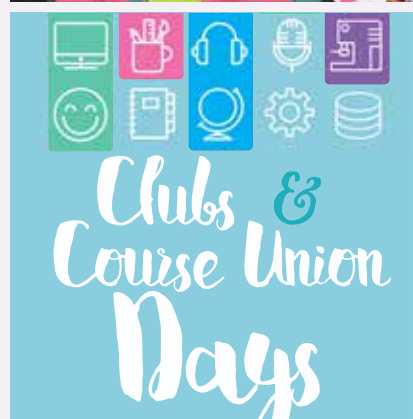
Maxwell Nicholson

Director of Campaigns & Community Relations



Campus  
**KICK  
OFF**







## Strategic Planning

This year the UVSS created the most comprehensive strategic plan to date. The two-year strategic plan outlines the issues that face the UVSS and how we will work to overcome them. In order to effectively tailor this strategic plan to students' desires, we began the practice of administering a consolidated student survey every May and January. The strategic plan and annual surveys allow us to monitor progress and to successfully set and accomplish goals.

## Financial Position

Last year the UVSS ran a deficit of -\$260,332 which added to the accumulated debt. This is not financially sustainable and it was a top priority for us to improve the society's financial situation. This year we passed a budget that was a \$196,743 improvement from last year. As of December, the UVSS is exceeding its operating budget by over \$90,000 and is currently on track to post an annual surplus which will be put towards paying down the Society's debt. This improvement in our financial situation is part of a five year financial plan to pay off all accrued debt.

## Making Finance Fun and Accessible

This year we worked hard to improve the way our financial information is presented to students. This was the first year where every Board of Directors meeting included a report on the Society's financial position. At our Annual General Meeting in October, the Society's finances were displayed in a clear and accessible visual presentation that is publicly available on our website.

## New Partnerships and Revenue Sources

Many of our campaigns were done in partnership with the University of Victoria and external partners. We developed many new key partnerships with off campus groups, ranging from local farmers market vendors to national brands such as Spotify.

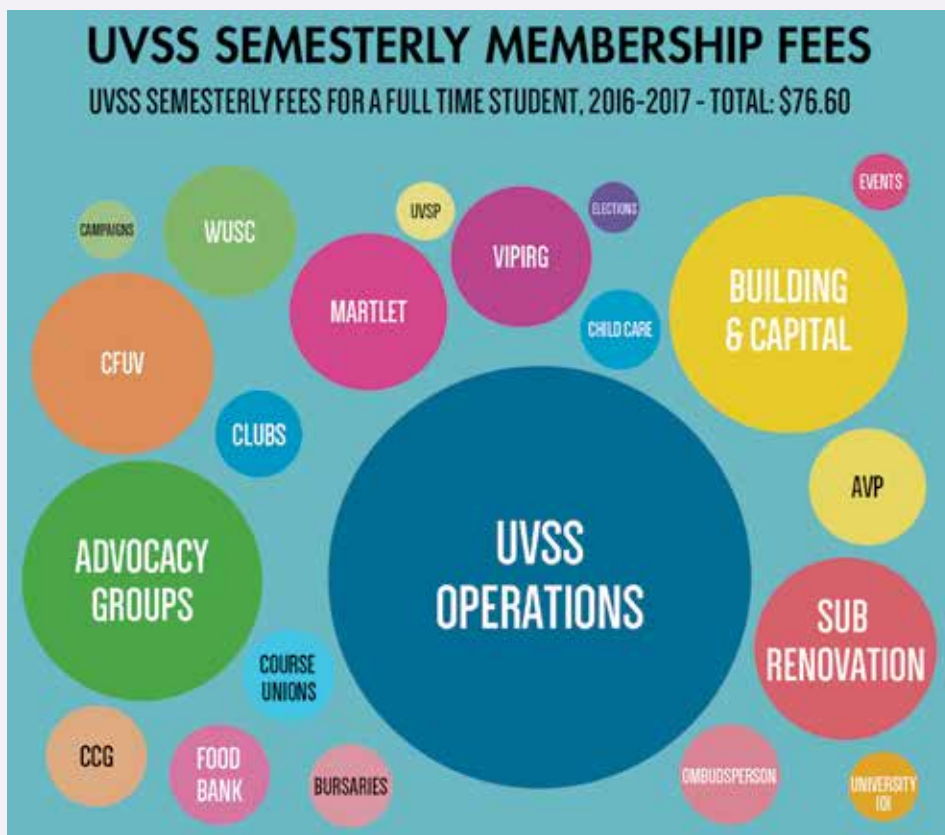
These new partnerships generate revenue for the Society to use for events, campaigns, services, and advocacy.

## Expansion of Services for Students

This year the UVSS held its first ever free Financial Literacy Luncheon for students. We also acquired several Square credit card readers that are being tested for use by clubs and course unions. We had increased success with ONE card this year as all residence students received flex funds which could be spent at UVSS food outlets. The success of the ONE card in the SUB led to us adding a ONE card payment terminal at ZAP Copy so that students can pay for printing with their ONE cards.

## SUB Renovations

This summer the Health Food Bar and The Grill underwent extensive renovations. With new equipment, the Health Food Bar is now able to cook hot lunches in addition to its classic sandwiches, wraps, smoothies, and



# FINANCE & OPERATIONS

salads. Both The Grill and the Health Food Bar had extremely successful launches with new menus that cater to the changing demands of students.

We also renovated the signage and entrances of SUBtext, ZAP Copy, Bean There, and the Info Booth as part of the ongoing improvements to signage in the Student Union Building. These improvements have been both aesthetically pleasing and effective at improving



the wayfinding in the building. The UVSS is always improving and upgrading, and we are currently in the process of adopting a new point of sale system at SUBtext.



## Innovative Business Approach

This year the UVSS created the SUB Business Marketing Committee. This committee brings together directors, communications staff, and business managers to develop marketing strategies that enhance creativity and innovation. Some new marketing initiatives that we launched this year were guaranteed Pokemon Go lures from 2-4pm at Felicita's every day in August, and a section of activity pages in our UVSS annual handbook.

We reached out to students in person and on social media to determine what they wanted in the SUB businesses. With this feedback, we launched new beer lines and two delicious poutine specials at Felicita's. The new renovations at the Health Food Bar now allow us to prepare hot, healthy food, so stay tuned for some great new menu updates over the next year!

## Organizational Improvements

The UVSS plays a very multifaceted role at the University of Victoria. This year, we negotiated new long term space agreements with Campus Community Garden, the Martlet, VIPIRG, and Campus Dental. The UVSS employs over 200 students and permanent staff members, and continues to be a leader in responsible employment practices. We are continuing to work on our first comprehensive human resources policy. The UVSS is pleased to employ members of USW 2009 and IATSE 168. We negotiated a new collective agreement with IATSE 168 in July. In March we will begin bargaining with USW 2009.

Best,

Kevin Tupper

Director of Finance & Operations



# CLUBS & COURSE UNIONS



Emma Kinakin  
Director of Student Affairs

## Clubs

The UVSS has over 200 active clubs that cover a wide range of interests. Whether you are interested in accounting or anime, beer or basketball, there is bound to be a group for you. If you find that there still isn't that one club that fits your needs, you can always start your own. There were over 30 new clubs started this year alone, including BC Youth Parliament, Astrophotography, and SUP (Stand Up Paddle Boarding). Clubs have the chance to apply for Special Project Funding as well as receiving base funding. Some of the projects clubs have done with this funding include: hosting a yogathon, a workshop on CPR for animals, an Islam awareness week, making homeless care packages, buying a camera for a rocket, and attending a formula hybrid racing competition.

## Course Unions

The UVSS has over 40 faculties represented by course unions and professional development unions (PDUs). Course unions and PDUs have access to academic and publication grants which helped them put on numerous conferences such as the Canadian Undergraduate Math Conference, the Western Canadian Undergraduate Philosophy Conference, and the Art History and Visual Studies Undergraduate Conference. Several course unions also produced publications that feature students' work such as Essence, the Philosophy Undergraduate Journal, and PLVS VLTRA (the undergraduate journal of the Department of Hispanic and Italian Studies). Course Union Council also administers travel pool funding to which any undergraduate student can apply. This year travel pool sent students far



and wide; there were grants to send students to San Diego for a RoboSub competition, Edmonton for a Nursing conference, and over 40 students went to Vancouver for the BC Music Educators Association Conference. Course Union policy also received a major update this year as many policy components were found to be out of date.

## Clubs and Course Union Days

On September 14 & 15 and January 11 & 12 we had one of the largest Clubs and Course Union Days featuring over 140 UVSS clubs and course unions as well as numerous other Vikes clubs and on-campus student groups. The hallways were flooded as thousands of students came to sign up to join new clubs (and to sample the candy many clubs set out as bribes). Going down the rows of booths you could encounter everything from a full sized motor sport car to the Swing Dancing Club ready to teach you how to lindy hop.

Best,

Emma Kinakin

Director of Student Affairs





## Special Events

The 2016-2017 school year has been a memorable one. I am proud to be part of such a great UVSS board and together we had some spectacular achievements. Campus Kick-Off 2016 was a big success and we implemented new ideas to improve the campus life experience. We started with an idea - let's make UVic lit again - and this idea transformed into our goal to raise school spirit at UVic. We kept our promise to host an all-ages event for Campus Kick-Off - and it sold out in only three days! For Campus Kick-Off, we brought in a music line-up with over 16 different artists, a bigger and better screen for Movie in the Park, and continued traditions such as our ever popular free pancake breakfast.

This year we also brought back "Raising the Bar", an event where clubs were given the opportunity to sign up to host a night at Felicita's. Those who signed up competed against each other to throw the best party possible at Felicita's. "Raising the Bar" both promoted Felicita's and provided clubs with an opportunity to fundraise! This initiative has been a tremendous success and students love it. I look forward to all the creative parties clubs have to throw for "Raising the Bar" this coming term.

As we continued into the fall semester, we hosted another amazing event: the Potus Party (my personal favourite). Felicita's was packed with students with a line-up out the door as we came together as a student body to watch an unforgettable moment in history.

One thing that I am particularly proud of was our ability to work collaboratively with other groups

on campus so that we could work together to raise school spirit. We coordinated some of our events with Vikes Nation and worked together to promote each other's events. We also began a new tradition of Blue and Gold After Parties at Felicita's where students can socialize after Vikes athletes' big games.

However, not everything has been about parties. Being the Director of Events has also meant hosting events that provide students with the opportunity to expand their knowledge. That is why we partnered with UVic Health Services to bring students the event "Fentanyl: Fact or Fiction" with the goal of improving student awareness about the current epidemic. We are currently working with UVic to bring students opportunities to meet their local provincial candidates and to raise awareness about BC's electoral system in advance of the upcoming provincial election in May.

Besides hosting events, we also looked at ways to improve our planning process for events and to make them more inclusive. During the summer, Events Committee spent a great deal of time putting together the first UVSS Accessibility Guidelines to uphold our promise to host events that are as accessible as possible for all students. This was inspired by consultation with other SUB groups and is similar to what many other student societies have done.

Best,

Jordan Quitzau  
Director of Events  
#MakeUVicLitAgain



**FARMERS MARKET**

**BANDS ON THE ROOF**  
12PM TO 4PM  
SUB ROOF

**POKE SAFARI**  
5PM TO 7PM  
THE SUB

**LOCAL VENDORS**  
11AM TO 4PM  
OUTSIDE THE SUB

**SEPT 7-9 BEVERAGE GARDENS AT FELICITA'S**

**KARAOKE**  
7PM TO CLOSE  
FELICITA'S

**FREE!**

**THURS - SEPT 8**

#MakeUVicLitAgain

uvss.ca UVSS KICK OFF

**P.O.T.U.S. PARTY**

\* PRESIDENT OF THE UNITED STATES

**TUESDAY NOVEMBER 8TH**  
5PM TO 12AM

**DJ FUN & GAMES**

**RED & BLUE WEAR YOUR COLOURS**

**PRIZES!**

Felicita's VERTIGO ALL AGES #MakeUVicLitAgain

## MEMBER OUTREACH & GOVERNANCE





## Member Outreach

The UVSS provides campaigns, services, employment, and events to our 18,000+ members. As such, one of our top priorities is to make sure that students know that these services are available to them! One of our major projects this year was updating our website. We reorganized the sidebar to better reflect what visitors to our website are looking for, and we are monitoring our site traffic so that we can keep the sidebar up-to-date. We also simplified and redesigned our homepage to highlight the list of our student-run businesses so that people can easily find out what our great businesses have to offer.

We ordered a ton of awesome swag items to hand out at Campus Kick-Off. One of the most popular items was the UVSS water bottle; before Campus Kick-Off, we stuffed 2300 water bottles with coupons and information to hand out to folks moving into residence. As always, our handbooks were also very popular and we've handed out over 7500 to date! We also sent swag items out to co-op students who requested co-op care packages. We have sent out over 150 care packages so far which is a huge increase over last year.

It's been an awesome year for outreach and we had amazing volunteers to help us out. We had volunteers show up super early for Pancake Breakfast, stand out in the cold to help us table and let folks know about upcoming events, and give us policy and governance input at various committees. Our Director of Campaigns also piloted a volunteer leadership program which has led to greater integration and collaboration between directors and our volunteers. We also had great success tabling over at Petch Fountain

in an effort to increase our visibility to students and to inform them of upcoming events. We had tabling sessions ahead of the AGM, before winter break, and have more planned for the remainder of the term. We handed out free coffee and hot chocolate at the last two sessions - a very popular move!

## Governance

This year we've made some great policy updates. We did a massive overhaul of electoral policy to reflect current practices and to make elections more fair and open. A few highlights are:

- the introduction of a standardized form to help candidates file their finances at the end of elections
- an increase to the amount of money reimbursed to candidates to cover campaign expenses, and
- the inclusion of a 'comments section' in the annual electoral report so that feedback from the student body will be heard by Electoral Committee and the Board of Directors.

We hope that the comprehensive overhaul of our electoral policy will go a long way to increasing the transparency, accountability, inclusiveness, and fairness of our elections.

We also worked on updating our bylaws and constitution as part of our transition to the new *Societies Act*, which came into effect on November 28, 2016. These changes have been drafted and are being put forward to the student body at the Semi-Annual General Meeting in February. Hopefully we will have as high a turn out as we did at our Annual General Meeting (AGM) back in October - Vertigo was packed for the AGM and we saw a ton of student engagement. At the AGM we passed a series of amendments which helped to clean up our bylaws and constitution by eliminating out of date bylaws and updating them to reflect current practices.

Best,

Alysha Flipse

Interim Director of Outreach & University Relations



# FOOD BANK & FREE STORE



2016 was a big year for the Food Bank & Free Store. The Food Bank logged 10,400 visits and the Free Store diverted thousands of goods from becoming waste. The effects of rising tuition and housing costs are highly visible as more and more students come to the Food Bank to get food essentials. Keeping up with the ever-increasing user base is a challenge that volunteers, coordinators, and the wider community are always working creatively to address!

This year has been particularly focused on building community connections. We now have food reclamation partnerships with Cobs Bread, Whole Foods, UVic Food Services, and the Good Food Box. As the Campus Community Garden thrives, more and more fresh produce grown right here on campus is reaching students at the Food Bank. Our collaboration with the Food Skills Connection, the Food Share Network, and CRFAIR has connected us to regional strategies to promote food security. As a recipient of the UVic Campus Sustainability Fund, we are now able to address student food literacy through a food skills workshop program in 2017. As always, the support of coordinators and countless volunteers has helped us establish a positive community and a network of support for students.

Best,

Jasmine Robertson & Courtney Striker

Food Bank & Free Store staff







**university of victoria**  
**students' society**

Run by students, for students.  
[uvss.ca](http://uvss.ca)