



Jessica Jones

VP Student Affairs

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September, 2018 Report

Contribution hours: 220 hours

Note:

This report is to be used for both the purpose of reporting to the ULSU but also Co-op so this document may contain a lot more reflection to fulfill my requirement for Co-op. This is used as a learning tool to explore the role to see where improvements can be made and also to improve my work ethic as a whole for my future career.

Introduce-U-Athon

So one of the first events of our semester was the Introduce-U-Athon, which essentially was a speed-friending event tied in with board games, colouring pages, ladder ball, corn hole, smash bros, and even a buffet of beignets (which were very tasty). Considering the event didn't have a lot of advertisement and since this was the first time it's ever been offered I'm pretty proud to have gotten ~100 students up to The Zoo and meeting some new students!

Clubs

Oh boy, I don't think anything could have prepared me for what I've experienced over this past month handling all the issues with club. First, if your EC suggests having a GA meeting at the end of the month, don't do it, make that meeting as early as possible to ratify as many clubs possible! Second, hire your club and volunteer coordinator -stat! Having gone through over 55 ratification forms to ensure their ratification for the September meeting on the 26th led to a lot of conflict as clubs could not handle their banking information, had trouble booking rooms, made things difficult for club grants and so on. So I'm looking into the process so that way I will never experience that a second time nor will another VPSA. I'm pretty stoked about our club presence on campus right now and while it was chaotic for a bit trying to sort everything out I believe that this will be a great year for clubs. Hopefully I won't let them down.

Dirty Bingo

I'm so incredibly stoked to have finally moved up the ranks from the "white board girl" to "Dirty Bingo Emcee". I'm not going to lie, it was nerve racking as heck being up there and trying to entertain the audience but I don't think I did a half-bad job up there (I'm a little bias though). Out of all my years of attending and participating in Dirty Bingo I've yet to see it that packed full of students, as we had some students just pull up a chair and sit down wherever there was space. Fingers crossed for our next Dirty Bingo having a similar turnout, I'm thinking some spooky costumes are in order!

Fresh Fest

Please Refer to the Specific Fresh Fest Report

Goose Chase

I'm so incredibly happy and I have so many warm feeling when I think about this event. I think this event was a total success as we had over 600 students participate and join in the game and learn more about our campus. Not to mention, mixed and mingled with one another building a stronger community. I think the cool part about this event too is there's several opportunities to win and different ways to engage the students. I'd love to see the collaboration carry into future years! Some things I'd change, ensure that everyone uses the same weighting for questions when collaborating. Another thing is having a clear schedule and ensuring everyone knows when questions are intended to drop, it's awkward when students are doing a question for a Fresh Fest specific thing while at NSO. It was fun and I'm glad I got to see this through. It was also a pretty neat thing to be recognized by many University Administration based on this event.





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Meetings Attended

PSVAC - September 6th
EC - September 12th, 19th, 26th
GLC - September 17th
CC - September 20th
Breakfast with Mike Mahon - September 25th
ADAC - September 26th
Meliorist AGM - September 26th
GA - September 26th
Destination Project Tour - September 27th
CKXU AGM - September 29th
LPIRG AGM - September 30th



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Challenge (How Challenging this Position has been to this Point)

10/10 - This month was a challenge in so many ways, trying to maintain my mental health, trying to maintain a standard for the ULSU events, working hard to ensure that I could try and satisfy the greatest amount of students with the work I'm doing. I had to take a few days to work on my mental health so I could make it out of September in one piece

Skill Development (How My Skills Developed up to this Point)

9/10 - I while last month I felt like I was declining backwards I feel like apply myself this month was a step forward. I learned this month what it takes sometimes to make it though difficult situations and taking every problem as it comes step-by-step. I also learned that sometimes you have to be patient and wait to get to the solution. Sometimes you have to trust in other people. Sometimes you've got grab the situation by the horns and it's hard to know in the moment sometimes what is the right thing to do and that sometimes you can't control everything.

Interest (My Interest in the Position)

8/10 - My interest waxed and waned in some parts as the months as I felt overwhelmed. But seeing these events come to fruition was so incredibly inspiring and held me moving forward through the month.

Relevance (The Relevance to my Program/Major)

9/10 - This month was very relevant to my degree and program. I saw firsthand the stresses and how they affect employees differently in the workplace as I worked through our hardest month with my team. I learned how difficult it can be to make the right decision sometimes, but having a good team makes it easier.

Summary/Comments

This month has been insane to say the least. I'm grateful the craziness of this last month as it taught me a lot of lessons but I'm excited to see what the next month has to offer and to see things slow down, at least a little.

Thank you for taking the time to review my report. If you have any questions, concerns, or complaints feel free to contact me at su.studentaffairs@uleth.ca.

Cheers,

Jessica Jones

Time Sheet

Sep-18

Total Work	Total Hours		
Month Hours	Worked	Regular Hours	Overtime Hours
140.00	220.00	140.00	80.00
Date(s)	Time In	Time Out	Hours Worked
9/1/18	10:00 AM	2:00 PM	4.00
9/2/18	8:00 AM	5:00 PM	9.00
9/3/18	8:30 AM	11:00 PM	14.50
9/4/18	8:30 AM	10:00 PM	13.50
9/5/18	9:00 AM	6:00 PM	9.00
9/6/18	9:00 AM	12:00 AM	15.00
9/7/18	9:00 AM	1:00 AM	16.00
9/8/18	10:00 AM	12:00 AM	14.00
9/9/18	11:00 AM	2:00 PM	3.00
9/10/18	8:00 AM	11:30 AM	3.50
9/11/18	9:00 AM	4:30 PM	7.50
9/12/18	9:00 AM	4:30 PM	7.50
9/13/18	9:00 AM	4:30 PM	7.50
9/14/18	9:00 AM	4:30 PM	7.50
9/15/18	2:00 PM	4:00 PM	2.00
9/17/18	9:00 AM	4:30 PM	7.50
9/17/18	8:00 PM	9:00 PM	1.00
9/18/18	9:00 AM	4:30 PM	7.50
9/19/18	9:00 AM	3:00 PM	6.00
9/20/18	9:00 AM	4:30 PM	7.50
9/21/18	9:00 AM	4:30 PM	7.50
9/24/18	9:00 AM	4:30 PM	7.50
9/25/18	9:00 AM	4:30 PM	7.50
9/26/18	9:00 AM	9:30 PM	12.50
9/27/18	9:00 AM	4:30 PM	7.50
9/28/18	9:00 AM	4:30 PM	7.50
9/29/18	1:00 PM	4:00 PM	3.00
9/30/18	11:00 AM	3:00 PM	4.00



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Fresh Fest Report

Fresh Fest 2018

May 2018

Beginning of the term for myself, first thing that we did was compose our budget for this year's Fresh Fest with consideration to the changes we decided to make this year, making it a two day concert, removing both Fresh Flix and the Luau from our roster and focusing in more on our concert and cabaret. We also altered the Packages and removed them outright and instead making them an add-on option at the till, which may need some refining in the next year. This changes I think were mostly a positive, I feel like we have a lot of fanny packs remaining so it may be in the next years' committee's best interest to buy a much more reduced # of fanny packs, shirts, etc. or maybe just sell shirts we had way too many of them kicking around this year and while they were a lot of fun it's hard to get rid of them now.

We also hired our FF team during this month, we also changed up the arrangement with that as well, with 2 head coordinators (events/jamboree and volunteer) and 4 assistants (two for each). I liked this arrangement quite a bit, having no experience before I can't speak to how it was before but it was quite a positive in my books as we had more people to delegate to, more people to supervise, and more to fill in when things started to hit the fan. There's the potential for conflict with this system if you have very eager assistants that work to the same level as your coordinator, but I didn't see that problem during this year. It was in May I learned about Ahead of the Herd (AOTH) which is something I wish I had realized was happening sooner. Book your SU Atrium table stat! get volunteers ASAP! And give students a reason to stop! But I'll get more into that into June.

June 2018

So on the 2nd of June is AOTH, in my brain I had rationalized it out to be much later than it was. So as I said in May, get ready! I had set up a table in the SU Atrium with a laptop for the new students to sign up to learn about tickets via email as soon as they released! We also made use of old swag to give out so students would feel enticed to come and talk Fresh Fest with us. I also ran the presentation to the parents about services on campus and made sure to include a bit on Fresh Fest and how it's a great opportunity for students to meet other students and grow their community.



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During this month I headed to COCA with Riley where we would spend the week seeking out talent for FF, our luck would have it so we would find a deal with two bands that cooperated together nicely would help us save a few bucks to spend towards more talent. Returning back to Alberta after that week (feel free to refer back to the COCA report for more details) I had a great deal of information that I would use for the Sponsorship Packages with Daan, new perspectives regarding our artists, and a newfound confidence in myself (which I would lose months later).

With regards to Sponsorship I would refer back to the packages we made this year, I think they are going to be received a lot better. If I can pass any advice with regards to Sponsorship, it is have more resources that are pre-made that can be customized such as contracts, information with regards to what's available and what they need to bring (load-in times etc.), and where possible continue the communication through the year and approach last year's sponsors first! Relationship is key with regards to sponsor. Also find a way to make the bronze and silver packages worth it.

Talent was its own mess of worms as we were cycling through artists as quickly as I'd learn about a new one we were contacting a new one. I found relying on Riley during the pertinent time to be critical, he nailed down the right artist even when I was second guessing it myself. This event would be nothing without Riley.

During this month we'd also do our best to launch Fresh Fest, I'm happy that this year we were able to launch in July rather than August. I believe it was a good launch and I believe the reception for the two-day festival was well received among students.

August 2018

The final countdown was on and it was on us to ensure our food vendors were secured, all the work orders were put in, checking on everyone to ensure everyone held to their tasks and finish up the crafts. I'm grateful for my team as things felt as they almost fell into place as we worked through the month. The week before got a little crazy as we had last minute trying to get decorations made and painted and set up in time, stuffing packages with T-shirts (which in hindsight, just don't do!) and ensuring that volunteers got in on time for move-in on the Sunday before Welcome Week.

September 2018

So this is where all the pieces would come together. I was very grateful for the amount of people on our team. We had enough people to cover two tables for ticket sales and package pick-up, handle the last minute details and keep the event running like a well-oiled machine. Be prepared with the tents to take twine and tie them down as we had at least one tent damaged and another broken in half. We were also lucky as we had no incidents at Fresh Fest this year.

Fresh Fest Recognition was another thing altogether as well, I'm not sure if the date or the time was off or if is something worth doing anymore. We had many of our volunteers come out, however we still were not able to fill up Ballroom B. I think it was a



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very cool experience to have everyone come out and experience Shaun Boothe, receive recognition, and get a full meal out of the night but I would like to find more ways to pull more students and even new students out to the dinner so more students can benefit from participating with Fresh Fest.

So what would be the things I'd change for next year?

There's a lot and a lot I learned and that I'd like to grow and improve for future Fresh Fest attendees. That being said I'm so incredibly proud of the concert we held and I want to say it was the best Fresh Fest I've ever attended, I might be a little biased though.

The first thing I'd change is preparing for AOTH because I was totally blindsided by how quickly the event came up and past. I'd just ensure that there was a plan to have new students sign up for a mail notification for the ticket release launch. I was scrambling for a day before this event trying to put together a nice powerpoint, new signs for the table, decorations, some swag to put on the table, and a mailchimp when I really should have had this all together way before this date.

The second thing I'd change would be the merchandise, I loved doing it but honestly with how few t-shirts we sold I wouldn't say it'd be worth purchasing more than 100 t-shirts and 100 lemons just to give out as prizes or have as an optional add-on. The fanny pack idea was well-loved but I guess students didn't see the value. Maybe if you bring back the fanny packs then to bring in a higher quality fanny pack.

Third I would love to create more content for Sponsors, I think we made a great start this year but I think creating more content for Sponsors such as contracts for each tier of sponsor, creating a document or a letter that encompasses everything sponsors will have to bring or what will be available for them, creating thank you letters, and so on. I'll have to leave some examples for the next VPSA and the next VP OP-FI so maybe we can break our goal of \$10,000 and maybe hit something closer to \$15,000-\$20,000 which may make a huge difference for our artist budget.

While I loved doing crafts this year and made a bit of a dent in updating old signs by starting partway through August I would just recommend that you just start in May-June since the likelihood of getting volunteers anytime during the summer is rather slim. I found it's just not worth doing it during the most stressful time of the summer, especially when you're trying to expand your selection of events in the first week.

I'd love to see a return of some non-drinking events such as the Luau. I know ORS tried to run an event in place and I'm not sure if that went through but as someone who really enjoyed it in my second and third year I'd like to see it reinstated with the re-opening of the Breezeway. I don't know the feasibility of it since our volunteers are very busy but it may have a place sometime in the week and we may be able to collaborate with ORS again!

Final Thoughts

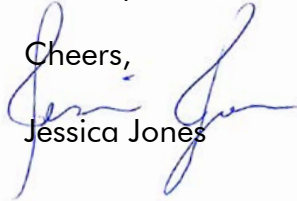


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Lastly, I'm so incredibly grateful for my team and how things came together for the concert. I'm so happy the two-day concert came together so well and I'm looking forward to see how Fresh Fest will grow from here. I would love to come back to do this all over again whether that's as a volunteer, a committee member or as an elected somebody but if I don't, I hope what I learned from my experience can be passed down to the next VPSA and they can make this Fresh Fest greater than ours!

Thank you for taking the time to review my report. If you have any questions, concerns, or complaints feel free to contact me at su.studentaffairs@uleth.ca.

Cheers,



Jessica Jones