

UPEI Student Union Annual Report 2015-2016



University of Prince Edward Island Student Union

Prepared by:

**Brenna Doucette - Director of Communications
Hannah Gibson - Graphic Designer**

W. A. Murphy Student Centre - 550 University Ave
902-566-0530
upeisu.ca

Our Mission

The UPEI Student Union is a non-profit democratic representation of students. We are dedicated to fostering pride in the university, the betterment of university life, and enhancing the student experience at UPEI. We value our independence as an organization while maintaining effective relationships with the university and surrounding community.

Our Vision

As a unifying body, the UPEI Student Union strives to provide leadership while assisting students as they obtain the highest standards in their academic and personal life; enhancing their quality of life now and into the future.

Our Core Values

- Representation for all students
- Transparency, Honesty, and Accountability
- Fun, Participation and Engagement
- Progress (Growth, Strength, Best Practices, Creative Solutions, etc.)
- Sustainability (Triple Bottom Line – Financial, Social, and Environmental)





Table of Contents

A Year in Review	4
The SU in The Community	5
New Initiatives	6
Policy & Advocacy Update	7
Campus Trust	8
Clubs and Societies	9
Communications Update	10
Campaigns	11
Wave Report	12
Mickey's Place / Nexus Yearbook Updates	13
Cadre Update	14
Elections	15
Award Recipients	16-18
Looking Ahead (Incoming Executive)	19
2016/2017 Council	20
President's Message	21



A Year in Review

Presented from the office of the General Manager

As always, the Student Union is a busy, productive, and vibrant organization. I would like to recognize the hard working teams that deliver Student Union services. The Wave had increased food sales this year and continued to draw rave reviews for Trivia night - thank you to The Wave staff lead by manager Josh McInnis. Mickey's Place coffee kiosk fueled more students, faculty, and staff with coffee and delicious pastries - thank you Morgan Erskine and team. Thanks to the Director of Communications, Brenna Douchette and her team, the Student Union launched a new user-friendly website. The Cadre alerted students to the campus crow attacks and more - thanks Drew MacEachern and team. Thanks to the Yearbook team lead by Brittany Jakubiec for producing a book for grads to use as a keepsake of their UPEI experience. The dynamic Student Union Office team, led by Candice Heigh, produces the Student Handbook, guides students through the student Health and Dental plan process, and answers countless questions as they assist students throughout the year.

The Student Union is lead by Student Council. Student Councillors are a dedicated group of volunteers who generously donate their time to run this wonderful organization. A warm thank you for giving back to your campus community!

The Executive team - President Dana Kenny, VP Academic & External John Rix, VP Student Life Nate Hood, and VP Finance Zach Tweel - provided strong leadership and embraced the Student Union Strategic Plan: Pillar 1 - Building Community, Pillar 2 - Reputation & Representation, Pillar 3 - Strengthening the SU, and Pillar 4 - Member Engagement, Satisfaction & Success. The team developed initiatives that enhanced the campus. A few of the highlights are the Mental Health Initiative Fund, Get Out The Vote Campaign, Diamond Awards, and Student Funding. Thank you for your hard work and excellent leadership this year.

I am proud to be part of this great organization and to have the opportunity to work with such a talented and inspiring group. Thank you SU team for another successful year.

-Heather Love, Interim General Manager

UPEISU In the Community

An increased community impact for the UPEISU as an organization can be measured by our positive and increased media presence concerning items such as the Brown Court Fence, Sex Week, Get Out The Vote, Public Transit on Sunday, and many other initiatives. With a dramatic increase in articles, radio pieces, and TV interviews, the UPEI Student Union had a more impactful media presence than ever this year.

Working with groups like PEI Marathon, Women's Network PEI, and the City of Charlottetown, the UPEI-SU was successful in working with key stakeholders in the community to increase awareness and bring improvements to a variety of social issues. Each of these collaborative relationships helped bridge the UPEISU membership with the greater PEI community.

With support of PEI Marathon, the first annual OutRun Stigma event took place and brought students, staff, faculty, and other community members together to address the importance of Mental Health by raising awareness and money that went to replenish the UPEISU Mental Health Initiatives Fund.

Along with Women's Network PEI a poster campaign titled #OurUPEICommunity was launched featuring students from across campus and a quote that brought attention to sexual assault. The series of posters aimed to increase awareness and prevention and it was followed up by a daylong workshop where community members gathered to discuss the issue and the resources available to help tackle the issue.

Another issue that was address regarded the blocking of a publically-paved pathway which had heavy foot traffic as it connected a city neighborhood to a local bus top and the UPEI campus. This caused great concern for many student and residents in the neighborhood who relied on the pathway for easy and safe access. The City of Charlottetown and the UPEISU worked together to remove and newly-installed fence and were successful after a 2-month negation period.

Overall, the 2015-2016 school year saw an increase in overall visibility and community presence for the UPEISU.

-Dana Kenny, President & CEO





New Initiatives

There's always something new happening at the UPEISU!

Volunteer Matchmaker

This year, the Student Union launched the Volunteer List, a tool that makes it easier than ever for UPEI students to connect with volunteer opportunities. By collecting students' areas of interest, we are now able to match them with volunteer opportunities that correspond with their interests. In its first year, we were able to facilitate over 1200 matches. The Volunteer List is completely automated, reducing paper waste and increasing the efficiency of the program. We would like to thank ITSS for their assistance in this initiative.

-Nathan Hood, VP Student Life

Diamond Awards

The Student Union worked with the UPEI administration to develop the Diamond Awards. These awards provide recognition to students who contribute positively to student life and to the greater community. The UPEI SU secured a \$10,000 annual commitment for the award, which will ensure that up to 20 awards are available each year. The award categories cover four areas: campus spirit, health & wellness leadership, sustainability leadership, and educational leadership. With this awards program focusing on accomplishments outside of the classroom rather than academics, there is now a new avenue to recognize exceptional students who may otherwise not have been recognized.

-Nathan Hood, VP Student Life

Outrun Stigma

With support of PEI Marathon, the first annual OutRun Stigma event took place in the fall. The event brought students, staff, faculty, and other community members together to address the importance of Mental Health by raising awareness and money that went to replenish the UPEISU Mental Health Initiatives Fund. This initiative really took off and would not have been a success without the support and dedication of the whole team.

-Dana Kenny, President & CEO

Policy & Advocacy Update

From the office of the VP Academic & External

This was an excellent year for the UPEI Student Union in terms of advocacy and policy development. The year began with an incredible Get out the Vote campaign in September and October which led to the creation of the Advocacy Team (a new communications team geared towards raising student awareness about Student Union advocacy). The Advocacy Team was able to make students more aware than ever what their Student Union was doing for them in meetings with the University and the Government by creating videos on our priorities, giving classroom presentations, and consulting the student body through our annual feedback session.

The other committee I had the pleasure of working with this year was the Academic and External Affairs Committee. The Academic and External Affairs Committee created and distributed a survey assessing UPEI students' thoughts on the George Coles bursaries and the distribution of dollars associated with that government program. We had almost 400 responses on that survey and it was determined that a large number of students want to see the same amount of money every year from the provincial government rather than different amounts every year. The committee also determined the policy priorities for the 2016-2017 academic year.

In policy development, new external policies were added pertaining to developing a 12 month course timetable and granting credit to international students for the completion of the English Academic Preparation Program, as well as the beginnings of a policy on adopting a Fall Reading Week.

The Student Union had an incredible year on the advocacy front as well. Throughout continued lobbying efforts with the Provincial government following the election, the UPEI Student Union succeeded in changing government policy. The Government of Prince Edward Island expanding the eligibility requirements of the Graduate Mentorship Program, and raised the weekly maximums on student loans with an index to inflation. The Student Union also got a public commitment in the Throne Speech to establish a multi-year funding agreement with public post-secondary institutions. This was definitely one of the most successful years the organization has had in advocacy.

-Johnathan Rix, VP Academic & External



Campus Trust

From the office of the VP Finance

I had the pleasure of serving as a trustee on the Campus Trust board this year, meaning that I was a representative for the Campus Trust as a whole and not just for UPEI. The Trust had another great year. Things are looking extremely promising for future years. Before serving as VP Finance, I have never been a part of something where all of the work was 100% for the students and the Campus Trust is that and more. The PBAS team is fantastic to work with us and help ensure that decisions are made in the best interest of our constituents.

My work with the Campus Trust basically began my first week in office for the SU as I began the process of learning about the role that I played and how the whole system works. This year we were able to offer online opt outs, which helped reduce traffic at the beginning of the year and better streamline the process. We were still able to opt students out in person, but this helped to ease the burden on Candice, our Administrative Coordinator, as well as her admin assistants. This also served as an opportunity to spread the word and educate these students on the benefits of staying on the plan and how they could stack their original plan with ours for even better coverage.

This year PBAS provided each school with a recommended range as to what level they should be keeping their reserves at. This number was based on previous claims and student population size expected to remain on the plan. I am happy to say that we fell exactly in the middle of this range, which means that our plan is performing as it should. This is fantastic because we already offer the plan with some of the most comprehensive coverage out of any other school. Out of our reserves, we were able to put together a mental health initiative fund for UPEI students to apply for any events that would promote mental health on campus.

I attended the Campus Trust AGM in Toronto with the rest of the representatives in January. It was a great meeting and covered the entire six months since the last in-person meeting in June. At this AGM, we renewed our investment manager for the Trust and listened to presentations on the future of health practices.

It was a privilege to work with the Campus Trust this year and I am eager to see what great things they will continue to do for students in the future.

- Zachary Tweel, Vice President of Finance





Clubs and Societies

Expansion and Development

What a year! This academic year saw the introduction and expansion of many exciting components of the clubs and societies atmosphere and culture on campus. We had a record-breaking amount of ratifications this academic year with a total of 63 officially ratified clubs and societies on campus!

I had the pleasure of introducing the Future Executive Development Program, an initiative geared at teaching first-year students the skills necessary to become a club executive. Thus far, this program has had great success and I am excited to see where it will go in the future.

Early in the year, the UPEI SU Council approved the creation of a new office position: a Clubs & Societies Coordinator. This new position will enhance the way we work with societies by providing extra detail and attention to how our societies operate on campus and acting as the main point of contact for all ratified clubs and societies.

With the help of the new Clubs & Societies Coordinator, I was able to develop a Society Strategic Plan that will shape the Student Union's future direction in regard to clubs & societies for the next three years.

Finally, we saw the revamp of our sub-organization bylaw, which now allows clubs and societies to ratify earlier and also provides SU benefits to clubs & societies operating out of the Atlantic Veterinary College.

I am extremely proud of the accomplishments that clubs & societies saw this year and am excited to see even more development in the years to come.

-Nathan Hood, VP Student Life



Communications

Never a dull moment!

The Communications department buzzed with change this past year from position transitions to content platform restructure. In the Spring of 2015, Nouad Mourad was hired as VP Communications for the 2015/2016 year. In August, Nouhad resigned from this position due to other opportunities available to her. Shortly before the school year began, Alexandra Heighington, VP Communications of the 2014/2015 year, generously stepped in as Interim VP Communications and was subsequently selected as the VP Communications for the full year.

In November 2015, Alex presented her resignation to the Student Union Council to allow time to put her efforts into schoolwork and grad school applications. As voted on by a referendum in the Fall 2015 Election, the VP Communications position was due to transition into a Director of Communications role. After Alex's resignation, it was determined by council to begin this new position early. In January 2016, Brenna Doucette was hired as the Student Union's first Director of Communications.

In April, the Student Union proudly launched a new website designed by Hi There Designs. At the same web address (www.upeisu.ca), the new site provides quicker and easier access to important information and news with a fresh, sleek look. We are extremely excited about this fresh online presence for the organization.

Aside from the Student Union's website, our social media presence has continued to thrive comfortably. We have over 500 new likes on our Facebook page and an average of 35 additional Twitter followers per month over the past year. Our Instagram and Snapchat accounts have also grown considerably in popularity on campus and in the greater Charlottetown area.

Throughout the year, the Student Union has increased our online presence through the creation of original media (like information videos and written releases), more frequent surveys and feedback opportunities, live-tweeting of events, and our thriving biweekly newsletter.

Looking forward, I am optimistic that the office of communications will continue to positively represent the Student Union in creation of original media and content and maintenance of ongoing platforms.

-Brenna Doucette, Director of Communications

Campaigns

The UPEI Student Union campaigns from this year included Shinerama, Get Out the Vote, Sexual Assault Awareness, Movember, Sex Week, and Mental Health Week.

Shinerama is a national campaign that raises money for cystic fibrosis research in Canada. In 2015 UPEI raised a total of \$15,822 in support of this cause.

In September and October of 2015, the Canadian Alliance of Student Association (CASA) launched the Get Out The Vote campaign, which was a student-led initiative to persuade students to vote in the October 19th federal election. The UPEI Student Union was one of twenty-three student associations across Canada to participate in this campaign. The results were very successful with 1134 pledges to vote on UPEI's campus and 42,000 pledges nationally.

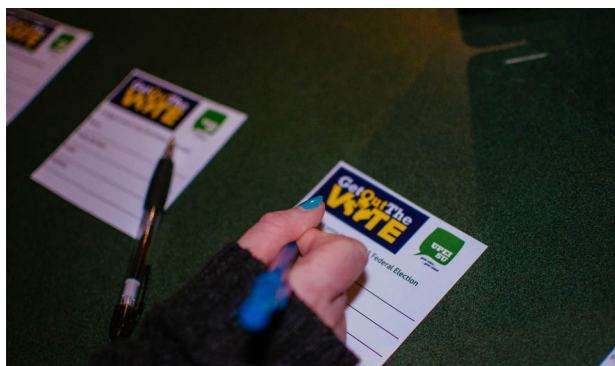
The UPEI Student Union aimed to raise sexual assault awareness and prevention through the launch of the #OurUPEICommunity poster gallery. Each poster featured a different UPEI student along with a quotation regarding the issue. Other efforts included the SU teaming up with the Women's Network PEI and UPEI Student Affairs to provide workshops such as Bringing in the Bystander training and How Not To Be That Guy.

Movember took place during the month of November to raise money and awareness for men's health and prostate cancer research. Events included a multi-venue event, a casino night, a hypnotist, and a "MO.V.O. Fest" Drake theme-night at the Wave.

Sex week was an exciting week in February of 2016, which gave students an opportunity to openly talk about sex and sexual health. Monday through Friday, there were information sessions available to students including an STI clinic available in the health centre, Bringing in the Bystander training, and sex trivia in The Wave.

Mental Health Week was a weeklong campaign in March, hosted by various groups across campus. Through the Mental Health Initiatives Fund, the UPEISU granted funds for initiatives such as the "Zen Zone," which was hosted in the Day Lounge and gave UPEI staff, faculty, and students a space to relax and take a break from the stress of everyday life.

-Kaylee Jabbour, Campaigns Coordinator





The Wave

As another school year ends, it's time to look back and reflect on the 2015/2016 year. I am proud of the success The Wave has had this year and the hard work that The Wave team has put into the operations.

We had plenty of great events this year from Back to School Pub to Beach Blast. Trivia was a growing success this year with weekly themes ranging from Harry Potter to Sex Week to Pokemon and a consistently high turnout.

We have built relationships with societies and local businesses alike. Some on-campus societies turn to The Wave for weekly meetings. An Upstreet "tap-takeover" in the winter was extremely popular.

Food quality has significantly increased this year thanks to some new kitchen equipment.. Additionally, more efficient and effective training program for staff has lead to better service. Together, these two factors increase the quality of our restaurant.

The addition of a Promotions Coordinator to the Student Union and Wave team has helped with getting the word out on daily specials and all our events.

While The Wave has had more success this year than in the past there is still room for improvement. The staff and I are looking forward to making more improvements to The Wave to provide a better experience and campus pub. Thanks to all our patrons for a great year - I look forward to seeing you all again in the fall.

-Josh McInnis, Bar Manager

Mickey's Place

It's Always Time for Coffee

This year Mickey's Place worked hard to keep building on everything that was accomplished last year. This includes maintaining the loyalty cards that were introduced last year. Our customer's loyalty is very important to us, so cards carried over from last April to the September of this year. This meant that a few customers were able to start the year off with a free medium coffee or tea. We also brought back the iced coffee for the first few months and peppermint mochas and candy cane hot chocolate around the end of first semester.

We had a few challenges during the year with equipment and scheduling. In first semester, our main fridge in the kiosk broke, which was a costly but necessary fix. Second semester started off with some scheduling issues with a couple shifts that couldn't be covered. The SU worked quickly to find us another kiosk attendant to cover those shifts and the rest of the semester went smoothly.

Despite the few equipment and scheduling issues, the staff at Mickey's Place were fantastic and the past year wouldn't have been as successful without them. Most of them are returning to the kiosk next year so I can only imagine they will continue to contribute to the Mickey's Place success. I look forward to seeing what next year will hold for UPEI's favorite coffee spot.

– Morgan Erskine, Mickey's Place Student Supervisor

Nexus Yearbook

Our team this year was Brittany Jakubiec (editor), Jenna Clow (staff), and Robyn Soulsby (staff). Overall, we had a good year and we are looking forward to the book coming out in the fall. Next year (Sept 2016 - April 2017) will see a big change in the yearbook committee as Brittany Jakubiec will be stepping down as editor. Brittany has been with the Nexus Yearbook for three years, and before that, was the editor for the UNB yearbook, Up The Hill. Luckily, both Robyn and Jenna are interesting in staying involved in the yearbook - which is always good for continuity. It's been a wonderful few years working with the Nexus Yearbook and although sad to leave, I am excited to see the direction the team takes it in the years to come.

-Brittany Jakubiec, Yearbook Editor



Cadre

This year has been a year of consolidation for the Cadre. There has been a major refocus towards producing on-campus content that is original and important for students on campus, as well as increasing student opinion pieces. This is so that we can fulfill the role that a student newspaper should on campus, being a source of debate and information, to more fully create a space for us as a member of the campus community. This has been accompanied by the unofficial/soon to be official removal of the Sports Managing Editor position, which will give more room on the Cadre staff for exploring these types of options.

We also decided to take advantage of our digital medium to branch out and try different forms of content. This has primarily taken the form of videos and podcasts. By doing this, we have expanded our reach and forms of content to attract new viewers, as well as finding new ways of reporting on issues, and engaging student opinion. This appears to have succeeded, as we have significantly expanded the view count of our stories, and generated interest through our multimedia strategies. The former Sports Managing Editor position will be transformed into a multimedia/graphic designer position to further support the move in this direction.

Finally, the groundwork has been laid for a new website design and domain name, so that next year the Cadre can further solidify these gains. As mentioned before, this year we have increased the Cadre's views and presence on campus despite issues on the technical side of the paper. With these fixed, we should be able to significantly increase our profile, while solidifying what we already have done.

It has been a fulfilling year in the Cadre office with an excellent team of writers and editors. I can't wait to see what the team will accomplish in the years to come.

-Drew MacEachern, Editor-in-Chief



Elections

A record-breaking year!

Fall Elections



We saw a 12% increase in voter turnout from last year in the Fall.

Spring Elections



We also saw a 12% increase in voter turnout from last year in the Spring.

SU Award Recipients



Wave Server of the Year
Julia Ross



Wave Bartender of the Year
Paul Newcombe (received by Tayte Willows
and Rebecca Dawson)



Wave Security Staff of the Year
James Coyle



Mickey's Place Staff of the Year
Ashley Smith (received by Megan MacNeill)

SU Awards Recipients



Cadre Volunteer of the Year
Nick Scott



Nexus Yearbook Volunteer of the Year
Robyn Soulsby



Councillor of the Year
Zak Jarvis



Volunteer of the Year
Michael Ferguson (not pictured), Casey O'Sullivan

SU Award Recipients



Faculty of the Year
Dr. Stacey Mackinnon



UPEI Staff of the Year
Haley Doherty



SU Honourary Member
Bob Deziel

Looking Ahead

2016/2017 Executive Team



President
Nathan Hood

VP Student Life
Kaylee Jabbour

VP Academic & External
Johnathan Rix

VP Finance
Clayton Smith

2016/2017 Council

Chair - to be hired August 2016

Deputy Chair - Lauren McKearney

Ombudsman - Connor Mayhew

Arts Representative - Casey O'Sullivan

Arts Representative - Megan Rix

Science Representative - Joel Hansen

Science Representative - Sarah Outram

Science Representative - Matthew Coleman

Business Representative - Halen Sky

Business Representative - Mudhafar "Moe" Mudhefer

Nursing Representative - Robyn Soulsby

Veterinary Medicine Representative - Nicole Mann

Education Representative - September 2016 Election

Engineering Representative - September 2016 Election

Accessibility Representative - September 2016 Election

International Student Representative - September 2016 Election

Residence Representative - September 2016 Election

Board of Governors Representative - Michael Ferguson

Senate Representative - Zak Jarvis

Senate Representative - Owen Shaw

Senate Representative - Stephen Wilfeard

Graduate Student Senate Representative - Babafela Awosile

Graduate Student Representative - September 2016 Election

First Year Representative - September 2016 Election

Health and Wellness Representative - September 2016 Election

President's Message

The 2015-2016 school year was another great year for the UPEISU on many levels. Growth and development both internally and externally have had positive impacts across the board! Some highlights of the year include:

- The Mental Health Initiatives Fund was fully launched and 7 student initiatives have taken place or are taking place on campus
- The allocation of an unprecedented amount of Student Funding was given out following the budget line increases approved by council.
- The #OurUPEICommunity campaign that brought attention to sexual assault awareness and prevention on campus
- The Future Executive Development Program to cultivate growth within our sub-orgs
- The \$10,000 Diamond Awards program to recognize outstanding achievements outside of the academic realm.
- The Volunteer matchmaker, "Voluntinder," was launched to help match students with suitable volunteer opportunities in the community
- The first ever Clubs & Societies strategic plan at UPEI and in Canada
- The brand-new and much awaited website was launched;
- The Get Out The Vote campaign did an awesome job in vanishing the myth of youth voter apathy.
- The number of students to vote in general elections reached nearly the 30% in the fall and 40% in the spring – these were easily some of the highest voter-turnouts in UPEISU history.

It's been a fantastic year and I believe the UPEISU membership has benefited in many ways. I am honoured to have served the student body this year and look forward to seeing what great things the Student Union will accomplish in years to come.

-Dana Kenny, President & CEO

