

HSA Meeting Minutes

January 24, 2020

Present: Jenny Wong, Jacob Kroetsch, Rudina As, Aly Samji, Sarah Sparks, Darya Kanevska, Akari Maeda, Cassandra Morano

Absent: Maggie Shortt, Huzaifah Abbas

1. HSA President

- Could external look into last minute funding from SU
- Lockdown on spending for any new smaller events that aren't in the budget this semester
- This Is It updates
 - Red and White Club
 - A ward Nomination link closes on Feb 24th - marketing starts soon

2. CUS President

- HSC Presidents Circle
 - Scheduled for Feb 4
 - APICS has reached out and expressed an interest in joining HSC. Committee will vote as per constitution. This must be $\frac{2}{3}$ majority vote.
 - Some clubs have already changed executive teams. I've been in the process of ensuring the Undergrad office has been kept updated and proper transition has occurred.
- CUS
 - Winter Events:
 - Annual winter case competition in March with CFA and CPA
 - Internal volunteering events
 - We're having a week-long volunteering and fundraising campaign for Calgary Homeless Foundation in March. We have a fundraising goal of \$5000 and all donations will go straight to them.
 - This Is It in April
 - Haskayne Hut:
 - Starting operations for the Winter semester
 - Getting supplier-buyer contracts with Clubs signed to get packages in
 - Lockers down on first floor are now fixed and updated
 - This Is It
 - My team is having concerns regarding the marketing for This Is It.

- Cheques
 - We're still waiting on cheque from PwC
 - We'll forward the Agreement between us and CPA ASAP.

3. **Finance Portfolio**

- Cheques with missing invoice numbers
- Received CPA cheque

4. **Student Life Portfolio**

- ❖ Mental health week is good to go
 - Can we look into personally marketing as much as we can?
 - Tell all your friends and send them the link to sign up
 - Remind everyone that on Monday it is 5 dollars for henna
- ❖ Mid-semester reviews completed
- ❖ Starbucks is an official sponsor of Wellness Week
- ❖ This Is It Updates:
 - Had logistics meeting with Livia and CUS reps on Wednesday
 - Had meeting at 1pm today

5. **Academic Portfolio**

- a. Successful event: Handwritten Notes to prospective students
- b. Approval for Ask Your Alumni: marketing and registration is live -> we need as many students to sign up as possible (share the event on FB to ALL business students)
 - i. Talk to classrooms !!!
- c. Ongoing meetings:
 - i. ASL workshop - working on getting a guest speaker
 1. Is there any money we can get for this event?
 - ii. Case Comp - working on getting instructor and room for presentations
 - In March
 - Have a case

6. **External Portfolio**

- Alberto is looking into funding from Telus and other food places for case comp and amazing race
- Emily is contacting David's Tea, hopefully they could come in during amazing race
- Have gotten full approval on Ask your Alumni
 - In the process of reaching out and getting all alumni confirmed
 - Only have 6 people signed up and need around 50

- Need volunteers to sign up too (need 10 volunteers for setup for sure)
- Received an email from Kajal Bansal from SparkCareer Co.
 - He wants to collaborate to make an event/workshop to give tips to students on what employers look for on resumes and some commonly asked questions and how to answer them
 - Spark Career Co. is a consultancy that is basically the career centre but for the real world
 - Not this year
 - Worth looking into for the next year
 - Tell him to reach out during the summer

7. Marketing Portfolio

- HSA Merch - Cindy designed the crewneck and will be sold for \$40/unit.
 - We would like to determine the color at the meeting and start getting the pre-orders from next Monday to Thursday. Money can be e-transferred to cindy or paid in cash.
 - Ask how much it will be to put letters on
- Ask Your Alumni - began marketing. Countdown posters will be posted accordingly
 - Classroom talk?
 - Potential ad post for concentrations
 - Post link
- Wellness Week - began marketing. Countdown posters will be posted accordingly. Please do encourage your director and PAs to help out with the classroom talk next week. Additional marketing material WIP
 - CPA and Starbucks(maybe??) will be a sponsor as well
 - Upload upcoming event
- Agorize Challenge - Avery is working on the marketing approval process.
- ASL Workshop - work in progress
- Office Hours poster - finalize today and submit to staples for printing. Should be ready by next week.
- Tea station - bought english black tea and lemon green tea. Compostable cups will be purchased soon.
- Career coaching from Janelle
- Marketing submission form?

Housekeeping

- Team photos? Are we taking portfolio pictures and putting it on the HSA website?
- HSA event pictures - are we going to be putting them on the HSA website as well as other social media (Instagram is just full of marketing ads)
- Dish soap and sponges for dishes. Who gets more?
- Another social?
- Marketing the exec's? "Meet your exec's" - not too late to share ideas, concerns
- Room booking? Who is Rahin Leghari?

Utilize the board in the HSA office!

CCAL