



ANNUAL REPORT

2022-2023

We would like to acknowledge that this report was written by the UFV Student Union Society located on the ancestral homelands of the Halq'eméylem speaking Stó:lō Nation and to extend our appreciation for the opportunity to live, work and learn on this territory.

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**...the student
voice will always
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at UFV.”**



Letter from the President

As we wrap up the 2022-23 school year, I am beyond proud and grateful for all the work we have accomplished together. This year we saw a full return to in-person learning and activities since the pandemic. Through it all, we remained resilient and continued to adapt accordingly to ensure students always felt safe and excited to come to the University and our events. As I reflect on the last two years of my time as President, I am honoured to have had the opportunity to serve and lead our student body in a direction that is reflective of the needs and demands of students.

As we look forward to what's next, I am confident that our Student Union Society is set up for success for many years to come. SUS will always be the organization you can count on and look to when you need support. Our Executive team, along with our operations team, has worked hand in hand to ensure the best interests of UFV students were always met. We ensure that the quality of our services and advocacy will remain at the forefront of our organization, and that the student voice will always have a place here at UFV.

Thank you for an amazing two years!



Nikiel Lal
President



Introduction from our Executive Director

Welcome to our first official digital Annual Report!

2022-23 has been a successful year for SUS. It was great to see restrictions lifted and have students back on campus again, and I'm honoured to celebrate my third year in this role. I am very proud of our team of amazing individuals who have invested their talent in making SUS a unique and impactful organization.

This Annual Report highlights the work of SUS over the past year on behalf of our members. None of this work would be possible without our Executives, Board members, Operations Team, supporters, and of course: you, our student members.

There is so much more to come, so stay tuned. We have some exciting plans in the works!

Thanks for your support.



Olivia Lake de Meza
Executive Director



Staff

Board of Directors	Operations	Facilities	Fairgrounds	Governance & Finance	Programs & Services
Nikiel Lal President	Olivia Lake de Meza Executive Director	Krista Hofer Facility Operations Manager	Thom Burke Barista	Tania Smart Governance & Finance Manager	Danielle Chesterman Programs & Services Manager
Adam Magalhães Vice President Internal		Claire Cook SUB Lounge Assistant	Jennifer Dyck Barista	Kayla Barnbrook Administrative Assistant	Julie Buker Clubs & Associations Coordinator
Claudia Daboin Vice President Students		Alice Dobrinsky Crew Member	Piper Hornall Barista	Adam Cohen Finance Assistant	Isaiah Dodd Programs & Events Coordinator
Ashley McDougall Vice President External		Sanya Kumar Crew Member	Isha Maria Punnakkara Biju Barista	Marketing & Communications	Casey Dubuc UPASS Assistant
Poshak Sachdeva Board Chair		Chirag Malhotra Crew Member	Blake Robichaud Barista	Paige Blais Marketing & Communications Manager	
Moninder Grewal Student Representative at Large		Komalpreet Ranu Crew Member	Tara Thomas Barista	Arnold Okware Digital Communications Coordinator	
Ishika Sethi Student Representative at Large		Irene Zaim Crew Member	Nate Williams Barista	Brysen Becker Graphic Designer	

Operations Report

Marketing & Communications

Paige Blais, Marketing & Communications Manager

Establishing the Brand

Building a strong, branded reputation for the UFV Student Union Society on and off campus is challenging but crucial for engagement. A strong brand and reputation can help attract new members, increase engagement, and establish the Student Union Society as a valuable resource for students and faculty.

Over the years, SUS has introduced different logos, slogans and approaches to achieve this level of acknowledgment from its members. Over the past year and with the support of the new Marketing and Communication team, SUS has chosen to invest resources in defining who we are on and off-campus to ensure that we are who we want to be to our members.

We created a strategic approach to refresh the identity of the SUS brand and to make it more relatable to students. During the discovery phase of this process, our team soon agreed on preserving legacy elements that have been present at SUS throughout the years. We took the approach of incorporating and emphasizing such elements, such as the current logo and colour palette, to fit the newly evolved SUS brand identity.

“

...advocating for students in a fun, playful manner...”



The strategy strongly focuses on communicating SUS’ values, mission and goals to the UFV student body by establishing a clear brand that reflects the unique personality of SUS and the members it advocates on behalf of. SUS wants to guide students throughout their journey here at UFV, and wants students to feel that SUS adds value to their experience. SUS intends to achieve this by developing consistency across all communications channels, including social media, email newsletters, and the website. At the same time, it is also essential for SUS to engage in proactive communication with the UFV student body, including in hosting events, soliciting feedback through surveys and responding to concerns in a timely and respectful manner through all channels the organization operates in.

By fostering a culture of transparency, accountability, and inclusivity, SUS can build a strong reputation among its members and the wider community, leading to greater engagement and support for its activities and initiatives.



463%

Accounts engaged online



145%

Social media follower growth



34%

Average email open rate

Communications

As the voice of the UFV students, it is essential to bring attention to issues or concerns that students are experiencing. By being transparent and communicative, the SUS executive team can effectively advocate for the needs and interests of the student body. It is essential to actively engage with students to understand their concerns, and to communicate solutions effectively. Through active dialogue and open communication channels, our SUS executives can build trust and demonstrate their commitment to serving the interests of the members they serve. Over the last year, we have utilized email marketing to drive communications with members.

Our email marketing strategy significantly impacted communication with UFV students. With an average open rate of 34%, we were able to effectively reach a large portion of our audience and engage with them. The highest open rate achieved last year was 99% from a 10,000 email list, demonstrating the effectiveness of our targeted approach and the value of personalized messaging. Overall, our email marketing strategy was crucial in driving engagement and achieving our goals.

Online Engagement

Social media was a main driver in connecting with and building relationships with UFV students. By creating dynamic content that touches on all of SUS's values while advocating for students in a fun, playful manner, we engaged with our audience and successfully demonstrated that SUS understands their needs and interests.

Throughout the previous year, we demonstrated a remarkable aptitude for increasing our organization's reach and connecting with a broader audience. The success is partly due to the strategic employment of targeted messaging and innovative campaigns. This has resulted in an impressive 145% growth of SUS's social media following, which in turn has generated a remarkable 463% increase in the number of accounts engaged through the SUS social media account.

Programs

Danielle Chesterman, Programs & Services Manager

Angel Tree

Each year, the Angel Tree Program creates opportunities for local community members to support our UFV students during the holiday season. The program strives to help support UFV students raising families while pursuing their education. It's our way of giving back to the community around us. In 2022, the UFV Student Union Society supported 136 UFV caregivers and 282 angels (children). We had a total of 100 sponsors, including faculty, other students, SUS, community supporters, and more. We attended events in the community to encourage external sponsorships including Abbotsford Canucks and Abbotsford Pilots games. Additionally, we hosted three Tree Lighting events where we gave out coffee and cookies and our President, Nikiel Lal, delivered a speech about the Angel Tree Program.



JEDI Chronicles

In the SUB Lounge, we offer a library of books that relate to JEDI (Justice, Equity, Diversity, Inclusion) topics. Currently, we have 31 books to rent (for free). Any student may borrow a book for up to one month. This program officially started in October 2022 and since then, we have had 11 students borrow a book. Please come by and take a look.



Puppy Wednesdays

We connected with a local breeder and UFV Alumni to offer Puppy Time once a week so students can come and relieve some stress. Every Wednesday for six weeks in the Fall semester this was successful, with students from all campuses utilizing the shuttle to visit the puppies. We plan to continue this program based on the breeder's availability, because who doesn't love cuddling with puppies!?

Student Perks Program

The Student Perks Program was officially launched in May of 2022, and we partnered with 27 businesses to offer discounts to UFV students in Abbotsford, Mission and Chilliwack. This program is ever-growing, and we put a lot of effort into sourcing and connecting with new businesses in the community and maintaining our relationships with current Program members. Our main focus is small, local companies; however, we are starting to look into larger chain businesses as well. In October we successfully hosted the first Student Perks Program Market to highlight the perks of being a SUS member.

Services

Danielle Chesterman, Programs & Services Manager



Campus Shuttle

We have been working on improving the schedule of departures and arrivals for the Campus Shuttle. The feedback we have received about extending the Shuttle services has been heard and we have been working hard on a strategy to accommodate an expanded schedule.

The current Campus Shuttle contract expires in May 2023 and we have been involved in tendering a new contract. In 2022, a Negotiated Request for Proposal was created and sent out to six companies for proposals. We are currently in the review phase and plan to finalize a new contract by the Summer semester. In preparation for the new contract, we held a referendum to increase the Shuttle fee by \$0.75 to allow for an extended shuttle schedule, to facilitate student events and further transportation opportunities.



Health and Dental

To help UFV students pay for health services, SUS partners with Studentcare to provide students with excellent extended health and dental coverage at a great price. The plan is designed specifically for students to cover the many services that are not covered by the British Columbia Medical Services Plan (BC MSP).

We ran a Flu Clinic in October 2022 with the support of Studentcare and Rexall. We were able to raise awareness about influenza shots, and to provide an opportunity for students to have easy access to preventative flu measures.

Our future goals include hosting our Health and Dental provider, Studentcare, at the Abbotsford and Chilliwack campuses to directly connect students with them to answer questions.

U-Pass

The UFV Student Union Society offers students the U-Pass Program to promote accessible transportation and education, increase student wellness, and provide reduced fares exclusively to SUS members. Negotiations with BC Transit to include the FVX66 have continued in addition to planning for the successful rollout of Umo, the new contactless application for U-Pass, alongside UFV.



Events

Danielle Chesterman, Programs & Services Manager



During the fiscal year of April 2022 to March 2023, the Programs and Services department has produced 32 events ranging from small to medium and large-scale. Our largest event, Kickback 002: Lighting Strikes Twice, saw massive engagement with over 2,000 students in attendance on the Green of the Abbotsford Campus in efforts to connect students and kick off the Fall 2022 semester. Moving forward into the 2023-24 year, our main goals is to grow each event and bring innovative and exciting concepts to those that are already existing and the ones we envision.

We have started a new event that will continue to happen at the beginning of each semester called 'Student Appreciation,' where we focus on building our connections with the student body and your SUS Executives. We raise awareness about your Health and Dental Plan and Opt-Out Periods, and answer any questions you may have. Some of our newer initiatives that we are very proud of are as followed:

Kickback

The second annual Kickback event was hosted on September 22, 2022. It was a huge success and students were raving about it for weeks. Kickback is the perfect opportunity for SUS to work interdepartmentally and create a large-scale event that is fun for the UFW community. Student feedback was exceptional, and we have every intention of continuing this welcome back event every year in September.



TTC Pizza Party

In October, we hosted our pizza party for the Trades and Technology Centre. We ordered 152 pizzas (that is a lot of pizza) and successfully delivered them to each classroom, accommodating all dietary restrictions. We will be hosting this annually as a way to highlight the hard work and achievements of our TTC students.

Diwali

Alongside UFV International, we hosted a Diwali party with food, drinks, diyas, music and dancing. This event was so popular that tickets sold out well in advance of the event, and we still had people wanting to attend. Next year we will increase the number of tickets available and look forward to expanding this celebration so more students can enjoy it.



Remembrance Day

In November, in honour of our veterans, we encouraged people to answer our “Poppy Prompts” at Abbotsford, CEP and TTC. We also distributed poppies and collected donations for the Legion.

Movie Night

We partnered with UFV International, to host an indoor movie night in December. With popcorn, gingerbread house building competitions, and other fun activities, this event was a fun and relaxing way to conclude the Fall semester.

Safe Driving

In January, we shifted from our previous online safe driving campaign to in-person, including speakers directly affected by drunk driving, the Abbotsford Police Department, Kal Tire, ICBC, and MADD. We were able to host this event thanks to the hard work of our new Programs and Events Coordinator in securing donations.

Facilities

Krista Hofer, Facility Operations Manager

If you have been to Evered Hall recently, you may have noticed it has a fresh coat of paint and is looking a little brighter! We have been working with UFV on fixing some lighting and projector problems, which have been challenging due to supply chain issues which are now almost complete.



The SUB Lounge is open 11am-6pm and we have a full-time SUB Lounge Assistant to support the day-to-day running of the space. In January, we ran the first SUB Social with free pizza, this was such a popular gathering that we will be bringing this back as a more regular event!

The pool table was unfortunately damaged (careful with your cues, folks!), but after a month of being out of service has now been re-felted and repocketed, and is back in action. We have added a Nintendo Switch and are gradually growing our collection of board games. If you haven't checked out the space, please stop by the second floor of the SUB to see us.

The Clubhouse is coming this Summer on the second floor of the SUB. During the last few months, we have been busy preparing this new spot for Clubs and Associations. More information coming soon...

Fair Grounds

Krista Hofer, Facility Operations Manager

It was great to reopen in the Fall with some adjustments to the space, so you can enjoy your cup of choice in a cozier area. Our extended menu includes more vegan and vegetarian options, and if you haven't tried the vegan croissant yet—you should! Our most popular specialty drinks this year were our latte and the chai tea latte. We introduced a new chilled canned beverage called Sparking Organic Tea and Adaptogens (SOTA) which is basically “bubbles with benefits” this is a really popular drink along with our Health Hooch kombucha.

Due to increasing supplier costs and customer feedback, we were delighted to bring in Salt Spring Coffee as our new supplier. It has been a great hit, and we are proud to support local, organic, and Fairtrade coffee. We have also recently purchased a water carbonator so we can offer more non-coffee-based drinks and add popular Italian sodas back on the menu.

“

**...local, organic,
and Fairtrade
coffee.”**

We have exciting plans in the pipeline and will be introducing an extended menu when the Fair Grounds Kitchen project is completed later this year.

If you haven't visited Fair Grounds yet, we encourage you to stop by and try one of our monthly specials and a snack. Our friendly baristas are the best—we may be slightly biased—and we have reward cards (buy 5 drinks and get your 6th on us), and even gift cards so you can treat a friend!



Executive Committee Report

Advocacy

SUS Executive Committee

Fall Reading Break

This year, UFV approved the implementation of a Fall Reading Break as a result of SUS advocacy. SUS has been strongly advocating for a reading break in the Fall semester as a way of supporting students' mental health. This advocacy took place through a report and presentations to UFV's Senate, as well as engagement with students on social media. This project was backed by strong support from students and other stakeholders in the UFV community and facilitated many conversations about student mental health. After two presentations from SUS to the Senate and much discussion, the Senate made the decision to unanimously approve a Fall Reading Break in upcoming Fall semesters. This is a huge advocacy success for SUS that supports the mental health of students.

Open Educational Resources

Advocacy for more Open Educational Resources (OERs) has become a priority at SUS because of the impact of financial barriers on the ability of students to purchase textbooks and other required learning materials. OERs are free or low-cost learning materials, such as textbooks, that make educational materials

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Open Educational Resources (OERs) [have] become a priority at SUS”

more affordable and accessible. This year, SUS ran 2 successful OER advocacy campaigns for Open Access Week and Open Education Week, with the goal of raising awareness about Open Education and showcasing student support for OERs to UFV Administration. These campaigns involved engaging, interactive tabling where students could showcase how much they've paid for textbooks, learn about OERs, and sign a virtual petition in support of more OER development at UFV.

We were also involved in reviving UFV's informal Open Education Working Group, where faculty and students discuss ways to promote OER uptake and development at UFV. This year, two members of the Open Education Working Group from the Library and the Teaching and Learning Center had the opportunity to hire an Open Education Student Assistant to collect data on required textbook usage at UFV, which is an ongoing project. The SUS Vice President External, in collaboration with members from UFV's Library and Teaching and Learning Center, participated in a virtual Open Education Lightning Talk hosted by the University of Calgary to discuss student and faculty collaboration in Open Education. SUS involvement in OER advocacy throughout this term has propelled progress towards more Open Education at UFV, and we will continue to sustain this momentum moving forward





Provincial Advocacy

This year, SUS took steps towards strengthening our individual voice in provincial advocacy. The primary focus of our provincial advocacy this year has been the post-secondary funding review that was initiated by the provincial government in order to assess gaps in post-secondary institutional funding. SUS had the opportunity to participate in a funding review consultation where we were able to express the need for more equitable institutional funding for UFV, which is underfunded compared to other institutions. As well, SUS advocated to elected members of the provincial government in lobbying meetings for an efficient completion of the funding review; more funding for post-secondary institutions and the BC Access Grant; regulation of international student fees to allow for predictability; and the return of apprenticeship counsellors to post-secondary campuses.



Federal Advocacy

As a result of effective advocacy on the federal level from SUS with our federal lobbying alliance, the Canadian Alliance of Student Associations (CASA), we saw significant improvement in the federal government's commitment to post-secondary. Firstly, the federal government temporarily eliminated the cap on work hours for international students, giving them the ability to make extra money to contribute to educational and living costs. Secondly, the federal government eliminated interest on the federal portion of student loans starting on April 1, 2023. Thirdly, SUS lobbied the federal government on other student priorities, including more funding for mental health resources for students, student grants, research and development, and increasing access to post-secondary education for Indigenous students. CASA also launched an advocacy campaign aimed at urging the federal government to maintain current levels of funding for the Canada Student Grant, which is set to return to pre-pandemic levels for the 2023-2024 academic years.

Know Your Rights

The SUS Know Your Rights series has been an important advocacy project at SUS, with the goal of shedding light on UFV policies and services in order to make navigating UFV easier. This year, SUS released two new Know Your Rights videos on the Centre for Accessibility and the Career Centre. You can view these and the rest of the series on our YouTube Channel.

Governance

SUS Executive Committee

Rescission & Revision

Up until this year our policies and procedures in our governance page have varied a lot in how they are presented and formatted. Under a new brand, our policies have been revised and standardized to reflect SUS' commitment to professionalism and student governance.

Digitization of Archives

Our archives page on the website has been expanded to include a variety of documents from previous administrations. This includes press releases, candidate statements, minutes, financial statements, etc.

Ordinary Resolution

Between January 16th - 20th 2023, students voted on an ordinary resolution concerning a transfer of \$300,000 in surplus from the restricted SUS Health & Dental account into a Clubs & Association fund that would allow SUS to proceed with the pilot project of the application Qpay, as well as expand on what is currently offered to C&As and student-led events. This ordinary resolution passed with 73.54% of approval from students.

Changes to Bylaws

With the approval of the Board of Directors, SUS passed a special resolution for changes to its Bylaws. Changes to the Bylaws include:

- The definition of a SUS member and who is eligible to be a member, after concerns surfaced with dual enrollment students;
- Clarification on how SUS may conduct its business through the student membership (i.e. elections, referendum, changes to Bylaws and ordinary resolutions) and how such mechanisms work;
- Minor changes in terms of consistency, including in abbreviations, punctuation and definitions, as well as references to the correct sections of legislation, and overall formatting.

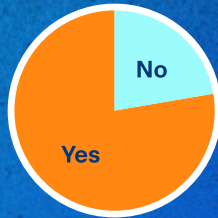
Finance

Our financial and audit reports will be available on our website following the Annual General Meeting in April.



Referendum

Between March 13th and 16th, 2023 a fourfold referendum went out to students with the following questions:



Do you support reallocating \$3 of the Building Fee to the Membership fee, with both fees being adjustable for CPI, resulting in the following:

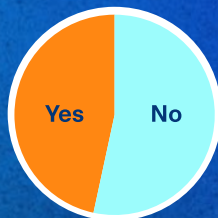
- The Building Fee will drop from \$35/semester to \$32/semester; and
- The Membership Fee will increase from \$36.50/semester to \$39.50/semester.

This passed with 78% voters in favour (519 in favour, 149 opposed).



Do you support replacing the \$27.23/semester Inter-Campus Shuttle Fee with a \$27.98/semester Student Transportation Fee, adjustable for CPI, that will continue to support and grow the shuttle service while also supporting transportation-related initiatives such as weather preparedness/safe driving?

This passed with 51% voters in favour (345 in favour, 329 opposed).



Do you support making the current \$2/semester Student Refugee Program Fee adjustable for CPI?

This failed with 53% voters opposed (310 in favour, 355 opposed).



Do you support the creation of a \$2/semester Food Bank Fee, adjustable for CPI?

This passed with 55% in favour (368 in favour, 305 opposed).

SUS received preliminary feedback from hundreds of students on these questions and ran a focus group to consult with students and see what could be done better and to make questions clearer. With that, the questions were revised accordingly.

Engagement

SUS Executive Committee

SUS Executives met and engaged with students during a variety of events held in the first two weeks of the Fall semester. This included leading and attending events such as tabling at the DAY ONE event by UFV Student Life; Backyard Flix, Movie Night on the Green in collaboration with UFV International; hosting a barbecue for Lá:lem Te Baker residents; and the Sidewalk Chalk'n Chill event in support of inclusivity on campus. We had so much fun meeting new and returning students and talking about what we do at SUS.

Abbotsford Mayoral Debate

As part of our commitment to increase civic engagement at the student level, we organized the Abbotsford mayoral debate at the SUB last September. The debate was moderated by Dr. Hamish Telford of UFV's Political Science department, where over 80 students, alumni and community members joined us and engaged with candidates. After the debate, candidates mingled with the audience and answered questions.



Student Breakfast Program

What initially began as a monthly breakfast for students turned into an almost daily grab-and-go breakfast item buffet at both the Abbotsford and Chilliwack campuses. Thanks to the support of United Way, and in collaboration with UFV Student life and the UFV-SUS Food Bank, this program has consistently been providing to-go breakfast items and snacks for students throughout the Fall and Winter semesters. Plans for continued collaboration with SUS and UFV Student life and the Food Bank have been made to progress and maintain this program for students in the years to come.

Seasonal Events

SUS has been a part of celebrating holidays through a variety of events. This includes working with UFV International to host events like Diwali, Holi, a Holiday movie night before the winter break and even a Halloween Pub Night with Halloween-themed music bingo and a costume contest! These are just a few ways we have been able to celebrate and represent the diversity and richness of culture on campus.





Abbotsford Canucks Rush Night

On December 9th, 2022, we partnered with the Abbotsford Canucks to host our second student rush night, which included discounted tickets, drinks, and in-game activities. Prior to the game we hosted a pre-party at StrEATS, which included a jersey giveaway and other prizes. This event was another huge success, and we look forward to expanding and growing our relationship with the Abbotsford Canucks.

Clubs and Associations

We adopted a new platform called Qpay for our Clubs and Associations (C&As) that allows us to have a clear line of communication with C&A executives, and this is where fund requests and expense claims are now submitted to SUS. We plan to expand the use of the platform so that C&As are able to use it to plan events, collaborate with others, create and sell merchandise, do their own marketing and sign-up new students to their membership. We are excited for the possibilities that this platform offers to increase community connection on campus.



What the SUS

What the SUS is a new video series that will help students to better understand what SUS is about.

The list of videos includes:

- What and where is SUS?
- What is SUS responsible for?
- How does SUS operate?
- Why is SUS important?
- How to get involved and be a part of the change at SUS?

All the research and planning have been completed for this project, and we are excited to launch it with the incoming executive team!



Have questions for the Student Union?

Check out our socials

 @ufvsus

 @ufvsus

 ufvsus.ca

Come visit us!

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