



Student's Association of Mount Royal University

ANNUAL REPORT

2014-2015

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MESSAGE TO OUR MEMBERS



Derek Havens, Speaker

2014-15 was a year of change, of introspection, listening, learning, and adjusting, and also a year of enthusiastic student engagement. Of course, these are things we're no stranger to at the Students' Association. Still, despite having grown accustomed over the years to the vibrant dynamics of such a responsive organization, it's delightful to be surprised and inspired anew by the commitment and passion of our members.

Over the summer of 2014, SAMRU's board went through a major restructuring phase, motivated primarily by a Canada Revenue Agency regulation regarding compensation for Board directors. After researching a number of different organizational models and after several detailed reviews by bylaw and legal experts, we adopted in principle a number of changes to govern our organization as well as meet all our external requirements. The Board voluntarily gave these new bylaws a three-month test run and the new changes subsequently earned formal approval from our members in November 2014. With an expanded role and increased responsibilities, the Board also took on more work, focusing on improving democratic processes for electing Governors to the Board, working on the SAMRU Representation elections, and hiring a new speaker and three new governor members.

The Representation Executive Committee continued to bring the student voice to dozens of different internal and external committees, highlighting student concerns and bringing student perspectives to bear on a variety of issues including, among other matters, student loans, tuition and market modifiers, student evaluation of instruction, and open educational resources. Our executives were also dedicated to having face-to-face interactions and encounters with students. Whether it was encouraging students to get out the vote, working on interactive pop-up mental health initiatives, holding town hall meetings and connecting students with politicians through election forums, visiting classrooms, or hosting information booths on Main Street and in Wyckham House: engaging directly with students was a leading passion for the Representation Executive team in 2014-15.

The Students' Association uses a variety of tools to listen to our members. We conduct a comprehensive annual survey of students to collect feedback on how well our programs and services are responding to students' needs. We also internally collect evaluative data on practically everything we do. We regularly solicit general feedback from students and student leaders through our daily interaction with them. Finally, we aggregate complaints we receive so that we can identify trends in unmet needs or unfulfilled expectations. This combination of information gives us a fairly accurate sense of students' likes and dislikes every year.



Erik Queenan, President



Marcy Fogal, Executive Director

This year, our main operational focus was to narrow the gap between what students want from us and what we deliver. One trend that we started noticing a couple of years ago was decreasing attendance at some of our service centres. While some spaces (and their services) were used a lot, other services seemed to be languishing. We also witnessed the steady, often dramatic, decline year over year of our used book sales. At the same time, students were regularly expressing the need for additional club meeting space, a nap room or an area for relaxation and quiet conversation, and more flexible-use space for studying, group work, socializing or small events.

In response to these trends and challenges, we began a several-month process where we consulted with a variety of stakeholder groups to identify some potential solutions. We confirmed our observations and adopted a plan to implement broad changes to our student services that would better address our members' needs while maintaining the spaces and programming they still valued.

The outcome? Many of the old spaces have been converted to meeting rooms and flexible spaces. We learned that students really valued the safer space dedicated to gay, lesbian, bi-sexual, trans* and queer folks, and so we preserved the Pride Centre: the physical space itself was the service students appreciated most. We learned that there was a growing need for all adults to explore the dynamics of healthy intimate relationships, so we expanded our programming in this area. We increased the number of partnerships we were involved in, working with key MRU departments to pool our expertise in delivering relevant and requested services. We also redesigned our volunteer opportunities from a model rigidly based on physical student centres to one that was more flexible and role-aligned, allowing more students a greater variety of worthwhile experiences and learning. Finally, we have preserved all the workshop programming elements that students appreciated: citizenship development, leadership training, skills development, cultural exploration, and plain-old fun.

We are excited about this combination of the proven old with the innovative new, and how it positions us to offer increased value to our members. This isn't, of course, the first change we've made to our organization and it won't be the last: as we have done for decades, we'll continue to listen to students' voices and respond to their needs. The one thing that hasn't changed, however, is our continued desire to work towards a students' association that offers meaningful and enduring value to each and every student - no matter what shape it takes.

SAMRU by the numbers 2014-15

(Selected indicators as of June 30, 2015)

3,883 SAMRU volunteer hours



\$17,450 in Experiential Learning funds to 36 students



\$22.5k in scholarships awarded to 20 students



1,012 students voted in the executive elections



1,435 students pledged to vote in the provincial election



\$51,544 paid to students who sold their used textbooks



Ratified Clubs with **224** Club Events in 2014-15



309 club executives trained

29,000 people engaged in events, programs and services (approximately)



Clubs fundraised **\$18,112** for various charities



10,500 – Free Breakfasts served by Peer Support Centre (average 75 per day)



83 Good Food Boxes delivered



201 individuals in **53** families helped during the Season of Caring



Donors to the Season of Caring program



\$5,539 in donations to the Season of Caring program



1830 lb. of food donations collected for Season of Caring

359

Events and programs held with 28,648 attendees 2014-15



\$28,369 in Emergency Student Loans



\$7,825 grant from the Alberta Foundation of the Arts to support live music



2,111 chicken fingers sold at the Hub



2,743 lost items were processed at Reception



29,825 visitors to Wyckham House per week on average



10,377 Total social media followers



1,178 tweets



84,106 unique visits to the samru.ca website



82% increase in mobile web visits

ORGANIZATIONAL OBJECTIVES/ STRATEGIC PRIORITIES

The Students' Association of Mount Royal University (SAMRU) represents and serves Mount Royal University students to help them succeed. SAMRU is a charitable organization that runs the student centre, Wyckham House, including all its programs and services.

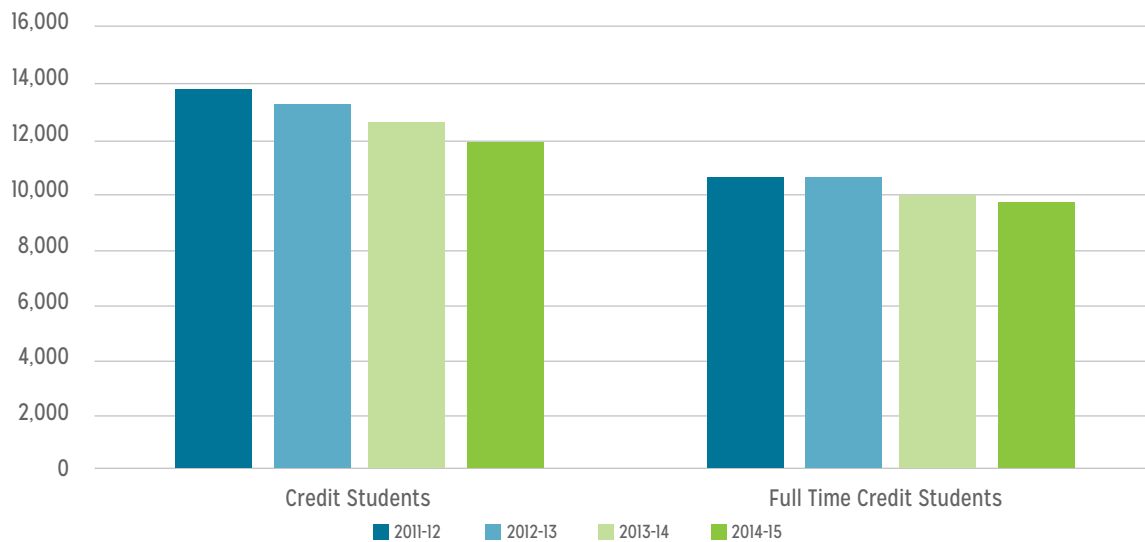
A Student Governing Board has existed at Mount Royal since 1912. The Students' Association officially incorporated in 1967, and today has about 12,000 members, 12 student Governors, 4 Representation Executives, 31 full-time staff, roughly 95 part-time staff (most of whom are students), more than 350 student volunteers, and an annual operating budget of \$7.5 million.

SAMRU remains committed to improving the lives of our student members – providing them with successful operations, relevant and meaningful services, strong representation, and principled governance. Our credibility is earned through long-standing and active commitment to improving the quality of life of Mount Royal students as well as advocating for all students.



2014-15 SAMRU Student Governing Board

SAMRU Membership Data



2014-18 STRATEGIC PRIORITIES

Mission:

We represent and serve students to help them succeed.

Vision:

Where every student can discover themselves, build meaningful relationships, and make a difference in the world.

Values:

- Learning goes beyond the classroom, contributing to the realization of aspirations.
- Community is built on individual relationships and shared resources.
- Our autonomy makes it possible to respond to the needs of our members.
- Our integrity requires accountability, openness, responsible stewardship, and ethical governance.
- Diversity makes our community stronger and more vibrant.
- Fun is essential to creativity, engagement, and social development.

ESSENTIALS

Legitimacy:

We maintain our integrity and reputation by holding ourselves to high standards.

Resilience:

Always striving to be better, we stand the test of time.

Relevance:

We are an essential part of student life.

Interdependence:

We thrive as an integral part of a complex system.

STRATEGIC PRIORITIES

Constructive Relationships:

Awareness, understanding, and cooperation form the strong foundation of the network of personal and professional connections that span our organization, our membership and the campus community.

Vibrant Student Centre:

Our physical space is a source of organizational strength and resilience that allows us to enrich students' lives and the campus community.

Responsiveness:

We listen to, learn from, and communicate with students and stakeholders to best represent members' needs, invite their inclusion, use resources effectively and demonstrate transparency.

OUR STRUCTURE

Mandate

The Students' Association of Mount Royal University (SAMRU) is the representative body of Mount Royal students. Established under the Post-Secondary Learning Act, SAMRU is responsible for administering the affairs and advancing the interests of the students we serve. We have two groups of student leaders, either elected or appointed from and by the student body. The Governors, who serve on the Student Governing Board, interpret students' wishes for new services and programs and direct SAMRU to realize its mandate. The Executives, who serve on the Representation Executive Council, represent students' interests to the University, to all levels of government and to the public, advocating to advance students' interests on numerous agendas.

Apart from the Post-Secondary Learning Act, our most important governing documents are our bylaws. Bylaws can only be approved or changed by our membership through general meetings and regular review of our bylaws and operating policies ensures that we remain relevant and accountable to our members.

Organizational Structure

As the fiduciary trustee for SAMRU, the Student Governing Board (the Board) is the highest decision-maker for SAMRU and is SAMRU's legal authority. The Board consists of 12 students serving as Governors who are responsible collectively for determining SAMRU's strategic goals and priorities and

making decisions regarding its resources, budgets, and policies.

The Representation Executive Council reports to the Student Governing Board and acts within the authorities delegated by the Board and the bylaws. The four elected members of the Representation Executive Council develop, manage, and implement the representational and lobbying strategies for advancing students' interests to external agencies and bodies, governments, and the University. This group ensures students' interests are considered and protected on matters directly impacting students, such as decisions made by Mount Royal University, student lobbying organizations, municipal, provincial and federal governments.

The Executive Director also reports to the Student Governing Board. The Executive Director acts as a professional advisor to the Board on all aspects of the organization's operational activities. Acting within the authorities prescribed by the Board and the bylaws, the Executive Director administers and manages the Students' Association, its assets, and its facilities on behalf of the Board, including businesses, finances and assets, personnel, programs and services, and communications.

The Advisory Committee, composed of members of the Student Governing Board and public advisors (with backgrounds in law, management, and business) provides

SAMRU with knowledgeable advice and support. Four of the six public members of the Advisory Committee are themselves former student leaders who want to continue their work for SAMRU and its members.

Representation and Advocacy

SAMRU believes in peer-based representation and advocacy. One of our most important roles is to represent our members to the University, as well as to local, provincial and federal governments, and to the public at large. This representation takes a variety of forms, including: participation on dozens of committees and boards, direct lobbying of decision-makers, awareness campaigns on representational issues, organizing membership meet and greets, and partnerships with external lobbying organizations. One of SAMRU's legislated responsibilities, the important role of representation and advocacy is fulfilled by the Representation Executive Council: the President, VP Academic, VP External, and VP Student Life.

Student Centre Operations (Businesses and Services)

Over the years, SAMRU has created hundreds of ways for its members to become involved on their campus. The list of programs and services within our student centre is extensive, and includes: clubs, scholarships and bursaries, events,

speakers and concerts, free breakfast, food court, a pub, volunteer opportunities, jobs and internships, a food bank, interest-free emergency loans, health and dental insurance, consignment books, social and support spaces, advocacy support, a convenience store, dental services, and a pharmacy. All of these programs and services are housed within Wyckham House, the student centre which students bought and continue to fund. This work is directed by SAMRU's Executive Director and supported by full-time and part-time staff and hundreds of service volunteers.

Annual General Meeting

SAMRU held their last annual general meeting on November 13th, 2014 in The Hub. There were 116 credit students in attendance. Board Speaker Derek Havens spoke on behalf of the Student Governing Board, President Erik Queenan spoke for the Representation Executive Council, and Executive Director Marcy Fogal spoke on behalf of SAMRU operations and finance.

Former MRU journalism instructor Murray Cunningham chaired the meeting. The topics on the agenda were the SAMRU 2013-14 audited financial statements, appointment of the auditors for the 2014-15 fiscal year, reports to the membership for each of SAMRU's areas (Student Governing Board, Representation Executive Council, and Operations and Finance), and the proposed changes to SAMRU's bylaws.

SAMRU's bylaws were reviewed in the summer of 2014, and changes were made related to the board structure. The most significant changes to the bylaws stemmed from rejigging the Representation Executive Council positions to eliminate all governance work from these roles. The Canada Revenue Agency (CRA) informed us that, as a charity, we are not allowed to pay people for their governance work. If we were to lose our charitable status one consequence would be forfeiting all of the assets we had acquired since becoming a charity in 1993, including our savings and the student centre itself. Eliminating governance work from these roles, and reassigning that work to the Student Governing Board, allowed us to continue to pay the members of the Representation Executive Council for their other efforts on students' behalf.

Because this was such an important change, the Board wanted to be particularly careful and deliberate in its recommendations. In August 2014, the Student Governing Board adopted the new bylaws in principle and began a pilot project leading up to the Annual General Meeting (AGM), where the bylaws could be reviewed and accepted or rejected by the membership. The pilot project gave the Board an opportunity to test out the new bylaws and make improvements as needed - it was also a way that the Board could report back to the membership at the AGM

2014-15 Representation Executive Council. Tristan Smyth VP Academic; Erik Queenan, President; Zoe Slusar, VP Student Life; and Seija Roggeveen, VP External.





2015-16 Representation Executive Council. David Cloutier, VP Academic; Erik Queenan, President; Zoe Slusar, VP Student Life; and Madina Kanayeva, VP External.

on how the new bylaws had worked out in practice. At the AGM, the Board Speaker reported that the pilot project was very successful and the membership adopted the bylaws, with only one vote against adopting the new bylaws.

2014-15 Representation Executive Council

Erik Queenan, President
Tristan Smyth, VP Academic
Seija Roggeveen, VP External
Zoe Slusar, VP Student Life

2015-16 Representation Executive Council

Erik Queenan, President
David Cloutier, VP Academic
Madina Kanayeva, VP External
Zoe Slusar, VP Student Life

REPRESENTATION SUPPORT AND RESEARCH

Executive Transition: Transitioning occurs each summer, after new executives take office in May. The Executives attended CAUS and CASA conferences, and the non-profit Leader's Hall Conference, among other outside professional development opportunities. In addition to this, they also held in-house sessions on goal setting, Insights Discovery, media training, and participated in negotiation training with an outside facilitator. Introductions were made between the new REC team and key campus decision-makers who they would be working with throughout their terms.

Representation Support:

With the number of executive projects and initiatives increasing, and the added need to research student issues and concerns over the last few years, more support was required in the representation department. The Board approved additional staff for the Governance and Representation department in its last budget. The initial plan to hire a full-time staff person to provide this support changed; instead, four part-time Representation Assistants working 10 hours a week each were hired to provide representation and lobbying support to the executives. Finding some difficulty attracting and retaining staff in these positions, we reconsidered the original plan of hiring a full-time staff person to support their work.

The Representation Assistants' research included:

- Profiles of Jim Prentice, Don Scott, and other key policy and decision-makers
- Funding Letter Fact Checking
- Grading Data Analysis
- MRU Government Funding Timeline
- Student Evaluation Indicators Research
- Student Connect Fact Cubes
- Open Education Resources Research
- Mental Health Awareness Activities Research
- Withdrawal Dates Research
- SAMRU Lobbying and Advocacy Priorities Document

Charitable Status and Representation Work

As part of the Imagine Canada accreditation research work, and to ensure we were meeting the guidelines for registered charities on political activities, we examined the question of whether SAMRU's charitable status and the lobbying work of the Executives were at odds with one another. The result of this line of questioning was that: a) SAMRU's representation work is well within the limits as a percentage of overall charitable work, and b) our non-partisan lobbying work on behalf of students is a permitted charitable initiative.

Research

In addition to the major research projects noted above, various other full-time staff conducted market research to support a variety of organizational initiatives including: the student services restructure, clubs fund-raising rules, clubs marketing, analysis of E-Awards and of the Experiential Learning Fund (ELF), partnerships with for-profit entities, a nap room feasibility study, and the annual Student Satisfaction and awareness Survey.



Outstanding Governor
of the Year Award

Deanna Kweens

As a Board member, our Outstanding Governor of the Year Award winner Deanna Kweens enjoys engaging directly with SAMRU members. Whether it's organizing and promoting SAMRU's AGM, or doling out comforting bowls of hot soup during SAMRU's "PJs and Soup Day", she has risen to the challenge of directly engaging and supporting students. She has leapt at opportunities to try new things and take on new challenges and has made an impact on the lives of countless students.

STUDENT GOVERNING BOARD

This was the second year of the first 2-year terms for most board members. This was also the first summer where the Board met year-round. One of the main reasons for introducing two-year terms for governors was for continuity between each year. Longer terms and year-round board meetings are designed to improve individual Governors' skills and confidence to fulfill their demanding roles, while also providing better knowledge transfer between years.

SAMRU Bylaws and Board Structure

Over the summer and Fall of 2014, the Board went through a major restructuring phase. The idea of restructuring came up because the Canada Revenue Agency informed us that, as a charity, we are not allowed to pay people for their governance work if we wanted to maintain our charitable status. We researched the question of what value we received by being a charity, and discovered in the process that by losing our charitable status (voluntarily or involuntarily) we would stand to lose all our assets accumulated since we became a charity in 1993. We also researched different organizational models and revised our bylaws, including several detailed reviews by bylaw and legal experts. The Board gave the new bylaws a three-month test run before being presented to the membership for approval in November 2014.

Elections Policy Work

With its expanded role and increased responsibilities, the Board wanted to make sure members had more control over selecting Governors. Considerable focus was spent on improving the Governor's democratic election process to the Board. The first full Governor election is scheduled for November 2015.

Hiring Committees

Members of the Student Governing Board met, recruited, and hired a new speaker of the Student Governing Board: MRU student Matt Schapansky. The Board also recruited three new governor members to fill vacancies on the Board.

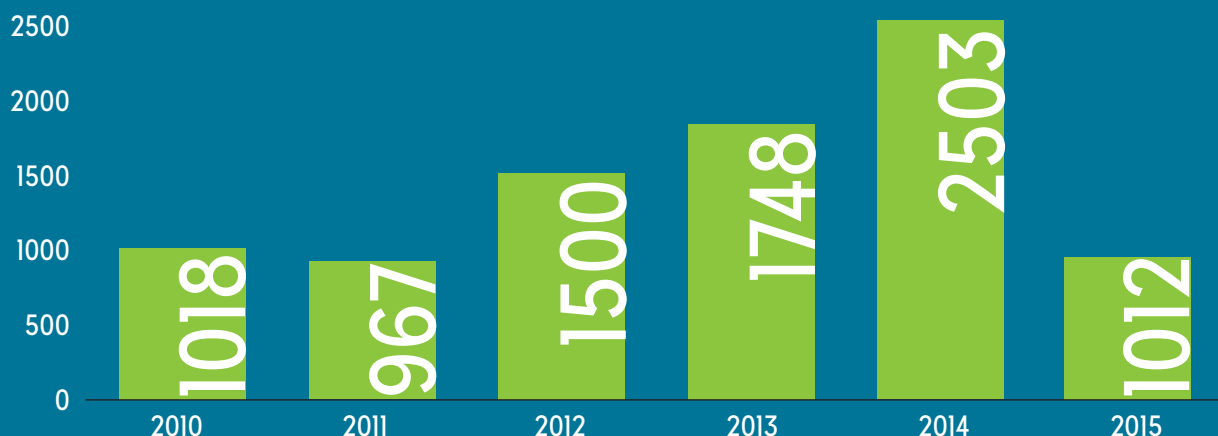
Representation Executive Council Elections

Between February 26 to March 2, 2015, 1,012 students cast votes for candidates running for four Representation Executive positions. There were two contested positions among six candidates. Voter turnout was down by 60% compared to the previous year in which a record 2,503 students voted for a turnout of 23.2%.

No appeals were filed during or after the election. This was the first year where the whole election was completed online, with no paper ballots. Using iPads (with privacy settings fully engaged), students were able to vote for their preferred candidates.

Representation Executives Elections

Number of voters



REPRESENTATION EXECUTIVE COUNCIL

The Representation Executive Council (REC) are a group of four elected students with the mandate to represent and serve the students of Mount Royal University. The 2014-15 Representation Executives have a long list of accomplishments, some of which are listed below.

Student Mental Health Initiatives:

Both the President and the VP Student Life spent considerable time working on campus to increase awareness around student wellness issues. Their work was highlighted by securing a \$20,000 grant from the Alberta Campus Mental Health Initiative (ACMHI) to fund events and programming related to student mental health on campus. The Alberta Students' Executive Council (ASEC), who received funding from Alberta Health Services, distributed this ACMHI grant.

Mental health awareness programming included classroom visits with Wellness Services, focusing on self-care and self-wellness. The REC also supervised two part-time mental health coordinators from the ACMHI fund who organized various mental health awareness activities on campus, worked on a mental health awareness video, and put together mental health wellness kits. The President and VP Student Life worked with these staff in collaboration again with Wellness Services.

External Advocacy:

The President and the VP External are required to advocate to different levels of government on issues that related to MRU Students. SAMRU is a member of both the Council of Alberta University Students (CAUS) and the Canadian Alliance of Students Associations (CASA), organizations that advocate on issues relating to post-secondary education provincially and federally (respectively). Some work in this area included:

- Student Connect: a new initiative from the VP External, this event invited Alberta MLAs, Canadian MPs, and City

of Calgary Councillors to connect with some of the best and brightest students from Mount Royal University and hold compelling conversations about what it means to be a young citizen in Canada today. The anticipated outcomes were to put a face on student issues to politicians and to dispel the notion that students are apathetic and uninterested in politics.

- The VP External developed a CAUS lobbying priorities document.
- REC lobbied Calgary City Council to pass a secondary suites initiative.
- Politician meeting tracking: in order to help with future lobbying initiatives, the VP External worked with staff to develop a digital tracking system of meetings with politicians for knowledge transfer of this important information year over year..
- Student loan interest rates research was gathered to use as information during lobbying initiatives.

Get Out the Vote:

One of the largest undertakings by REC last year was the Provincial Get Out the Vote Campaign. Throughout the campaign, REC reached out to thousands of students, encouraging them to vote in the provincial election. REC received 1,435 pledges from students promising to participate in this important electoral process.

Academic Advocacy:

This work is done primarily by the VP Academic and their Vice President's Academic Advisory Committee (VPAAC), who sit on a variety of academic committees and working groups to advocate for the best interests of students. Some work in this area included coordinating a survey of students on Student Evaluation of Instruction (SEI) for lobbying research and participating in and helping organize Student Research Day.

Institutional Representation:

All SAMRU Executives advocate within the university on issues that affect students. Whether negotiating tuition fees or consulting on what the future campus of MRU will look like, REC has a large role advocating within the university.

REC also made sure to be included in as many discussions between MRU and the government as they could regarding tuition increases and market modifiers, ensuring the student voice was taken into consideration when decisions were made.

Finally, the President met with instructors to gain support, and attended and spoke at a conference about how Open Educational Resources (free online teaching and learning materials) could benefit students and instructors at MRU.

Other REC Initiatives

The Representation Executive Council (REC) attended the Crowchild Classic event in January, cheering loudly for the Cougars of course. They held two Town Hall meetings called 'ABCs with D&E'; these forums between SAMRU & MRU presidents were held twice last year, giving students the opportunity to ask questions and receive answers in a public forum.

The Vice-Presidents chartered committees and recruited students to support the day-to-day work and priorities of each vice-president. REC also worked to inform students about their work by regularly submitting articles to MRU's independent student newspaper, The Reflector, and promoting SAMRU through face-to-face interactions, using classroom visits, booths on Main Street, promotional events in Wyckham House, and the Election Fair as an opportunity to engage with students directly.



SAMRU AWARDS, BURSARIES & SCHOLARSHIPS

The Students' Association of Mount Royal University believes the ultimate goal of all Mount Royal University students is academic success and personal achievement. Each year SAMRU gives away close to \$40,000 in scholarships and bursaries to recognize students who have contributed to their campus community in an outstanding way that inspires and enhances the lives of their fellow Mount Royal students.

The E-Awards – which stand for Excellence, Enrichment and Endeavour – are presented at an annual awards ceremony hosted by the Students' Association each spring. SAMRU has been honouring exceptional contributions from its members for over 55 years now.

The criteria for student candidates includes a high level of commitment and contribution to the campus community, including participation within SAMRU and campus activities. Strong academic achievement and volunteer contributions to community organizations are also very important.

E-Awards Winners 2014-2015

Inspiring Culture Award

Nqobile Nhlapho

Beyond Disabilities Award

Riley Valde

Gender and Sexual Diversity Award

Spirit River Striped Wolf

Excellence in Community Service Award

Agenc Club

Excellence in Membership Service Award

Joli Fou Geological Society

Citizenship Awards

Jason Droboth

Grant Lahring

Victoria Stosky

Committed Learner Award

Anna Johnson

Part Time Studies Award

Shaylin Sampson

Experiential Studies Awards

Sabrina Lohmann

Alexandra Preddy

Faculty and Staff Awards

Patrick Carmichael

Carol Krol

Outstanding Governor of the Year Award

Deanna Kweens

Bronze Award

Zachary Champoux

Wade Lahring

Cassandra Nysten

Silver Awards

Cordelia Snowdon

Sam Ulmer-Krol

Gold Award

Dexter Bruneau

Outstanding Student of the Year Award

Kristin Milloy

Experiential Learning Fund

The Students' Association of Mount Royal University (SAMRU) offers the Experiential Learning Fund (ELF) to help individual students fund personal and professional development opportunities outside their academic experience at Mount Royal University. This fund was created to help eligible students embark on unique learning and growth opportunities.

"I will always be grateful to have been a part of the 2015 Dominican Republic Field School because it provided me with a great opportunity to learn and grow, and I would like to thank the SAMRU for the Experiential Learning Fund which helped to make it happen!"

Amanda Westlund, Experiential Learning Fund

Nursing student Amanda Westlund was funded through SAMRU's Experiential Learning Fund to experience community nursing in the Dominican Republic. Through her Field School experience, Amanda developed meaningful relationships with the amazing people that she met in the Dominican Republic. In La Vega, Amanda taught children in the community about nutrition, and said she was honoured to have been an influence on the kids there.

In the end, though, Amanda felt that the children had more of an impact on her life: "I will be forever grateful for having the opportunity to see such strength and beauty in these people. They taught me the importance of relationships, a concept that I will always incorporate in my personal life and throughout my nursing career. I grew as a person in numerous ways, developing into a leadership role during our time teaching, and also learning how valuable life and love is, qualities that I observed on a daily basis in this community."



Outstanding Student of the Year Kristin Milloy

This year's recipient of the Outstanding Student of the Year Award, Kristin Milloy, baffles her admirers with her apparent ability to create a day that has more hours than normal. A science student with a double major in Health Studies and Cellular Molecular Biology, she maintains an exemplary academic record while engaging in an extensive list of volunteer opportunities and being an active member on several high level committees, helping to shape University policies through the perspective of a student. Her work in the Mount Royal University Strategic Plan Steering Committee will see a long legacy, as it will guide MRU through to the year 2025. Kristin spends most of her free time volunteering both locally and abroad. To illustrate her wide reaching impacts, in Fall 2014 she organized a group of science students to take part in the Beakerhead Science and Arts festival, and in the summer of 2014 she travelled to Sri Lanka in order to volunteer for various hospital and outreach programs.



\$17,450
in Experiential Learning
Funds to 36 students

In 2014-15, SAMRU awarded
\$39,500
to 56 students

Trips or conferences students attended:

Student Exchanges: 8 students on semesters abroad

- Paris
- New Zealand
- Austria

Field Schools: (these are usually 3-6 week programs that MRU offers for credit)

- Hawaii
- Dominican Republic

International Conferences:

- Enactus World Cup (Beijing, China – 5 students)
- Annual Conference for the Special Interest Group for Information Technology Education (Atlanta, Georgia – 1 student)

Canadian Conferences: (9 in fall, 5 in winter)

- Canadian Cardiovascular Conference (Vancouver, BC)
- Geological Society of America Conference (Vancouver, BC)
- Conference for the Canadian Association of Midwives (Saskatoon, SK)
- Thompson River University Philosophy, History, and Politics Conference (Kamloops, BC)

Local Conferences: (1 in fall)

- Canadian Investor Relations Institute Conference (Calgary, AB)



COMMUNICATIONS AND MARKETING

The communications department consists of a client-focused creative team of four full-time and two part-time employees who plan, produce, and implement most of SAMRU's external communications, marketing and public relations activities. This work includes visual design, content production, website updates, social media, print publications, video production, media relations, and digital assessment and analytics. This team of marketing and communications professionals works in a high-pressure environment, often with multiple, conflicting deadlines and priorities.

Projects

The communications department worked on 248 projects in 2014-15, 24% fewer than the previous year. The reduction is likely a result of the Student Life Cycle, which

was tied (in part) to a goal of decreasing communications and event "noise" by decreasing the number of events, and focusing on events linked to student need over the academic cycle.

Student Life Cycle development

The Student Life Cycle is an audience-focused planning document used to communicate monthly internal communications priorities, ongoing events and programming, key psychological factors related to the primary audience (students), important dates, and MRU themes (for possible collaborations and alignment). An internal cross-functional implementation team called A-Comm uses the Student Life Cycle as a framework to assist with annual planning. The plan was reviewed and updated in spring 2015.



Advertising, Sponsorship, and Fundraising

Overall corporate partnership revenue at year end came in 15% over budget, and advertising revenue beat expectations by 27%. Fundraising work included working on a collaboration with MRU Athletics for the Crowchild Classic. SAMRU volunteers, staff, and Governors volunteered to help sell 50/50 tickets. SAMRU received \$2,231 from the Flames Foundation for its efforts, down about 35% from the previous year. Monies raised depend on attendance and on the

number of 50/50 ticket purchases made at the game.

Communications Media

There are 51 possible communications deliverables in 164 digital and print spaces.

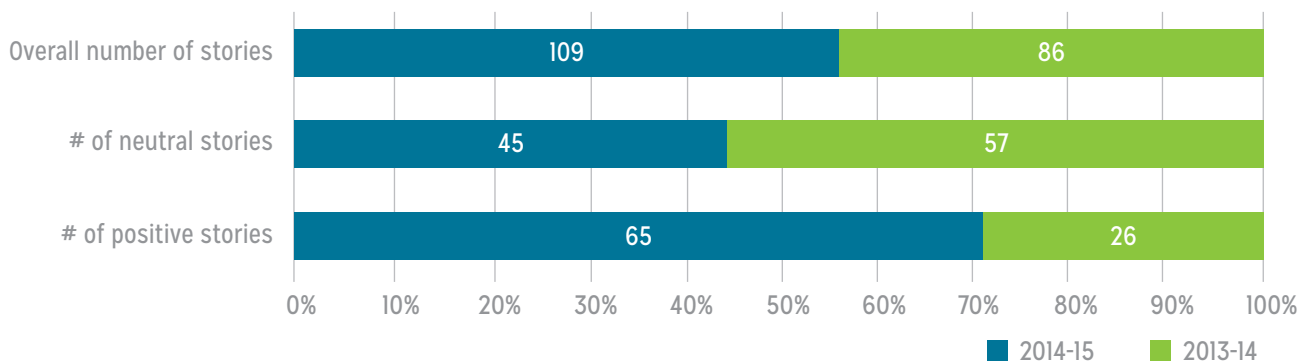
SAMRU in the News

SAMRU conducts media training annually with each new group of Representation Executives. The goal is to facilitate media planning and preparation for the year, and to give new representation executives confidence when dealing with the media.

Training and counsel is also provided to staff on an ad-hoc basis. Media training was conducted internally this year.

- There were 109 stories mentioning SAMRU in 2014-15, an increase of 27% from the previous year.
- There was an increase of 150% in positive stories written about SAMRU in 2014-15 compared to the previous year, and no negative stories.
- 462 media stories were monitored this year, of which 24% directly referenced SAMRU

SAMRU media stories comparison



Social Media



- SAMRU reached over 10,377 followers on a variety of social media in 2014-15
- Our overall social media following increased by 14%. However, the rate at which it increased was 10% lower when compared to the same time period in the previous year.
- 1,178 tweets went out between in 2014-15, up by 3% compared to 2013-14
- We have had cumulative total of 6,222 tweets since we started tweeting back in 2009.
- Among our Facebook student services groups, clubs continue to show the highest level of engagement, with 54% of postings made by student members.

10,377
Followers

YouTube

- The Cumulative number of views was up slightly by 4% in 2014-15, to 44,892
- Total new views for 2015-14 was 3,530



Website



Metrics and trends

- There were 84,106 unique visits to the samru.ca website
- Overall visits to the website were up by 18% in 2014-15, of which 7% were new visits
- The number of users increased by 34%
- The average visit duration dropped by 29 seconds, down by 22%
- The bounce rate increased by 7%
- Visits from mobile devices increased by 82% compared to 2013-14
- Used Books and Copywrite page views were down by 31% and 22% respectively, reflecting in-person activity

191,602
Website Views



SAMRU Main page visits

37,661

Constructive Relationships

49%

Projects by Strategic Priority



Health & Dental page

9,851

Vibrant Student Centre

16%

Projects by Strategic Priority



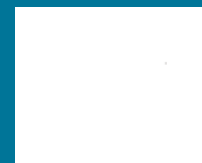
Clubs List page

5,775

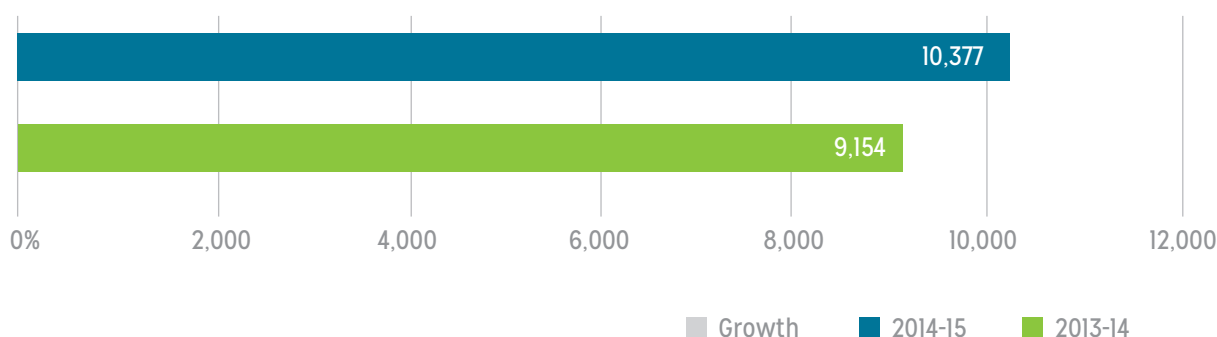
Responsiveness

35%

Projects by Strategic Priority

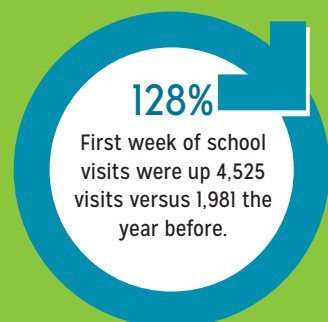


Total Social Media Followers



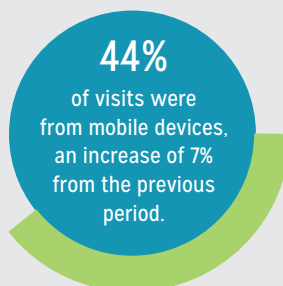
Website: Peak visit periods

- 48% down - visits during the election corresponded to the lower voter turnout this year
- 128% - First week of school visits were up by 4,525 visits versus 1,981 the year before
- Highest day for visits - February 4, 2015, with 1,383 unique views versus 257 the previous year.



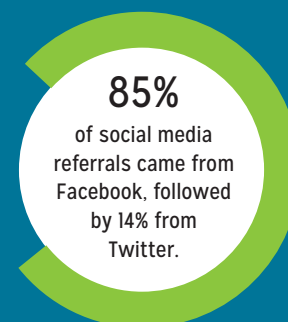
Website: Mobile Metrics

- 44% - Visits from mobile devices, an increase of 7% from the previous period
- The number of desktop visits decreased by 12%
- The bounce rate from mobile devices is 11% higher than the regular site
- Almost twice the volume of mobile traffic comes from iPhones, but the Android use has grown by 44% in a year



Website: Social media referrals

- 7% of web traffic came from social posts, down about 21% from last year
- Social media referrals came primarily from Facebook (85%), followed by Twitter (14%)





@samruBuzz

Facebook

"Why does school have to be so stressful"

- Erin Marie, Facebook

"All the classes I want, check. Nicely located locker, check. New apartment, check. Roommate who will constantly provide me with wine, check."

- Isabelle Sinclair, Facebook

Twitter

"If my tuition goes up much more, I won't be able to finish my degree. Not exaggerating. @JimPrentice @RickFraserMLA @samruBuzz #MRU #ABPoli"

- @mslusus, Twitter

"600 students showed up for a nerf fight, but we can't find more than 30 to fight tuition increases. That's depressing."

- @TentativeSwipes, Twitter

"I hope #mru students are losing their minds about tuition hike talk. Making ed LESS accessible will make AB worse short & long term #abpoli"

- Chad Neufeld, Twitter

Media Stories

"We wanted to understand our audience before implementing all of these ideas. We found that group study spaces were needed, silent study spaces were needed as well as plug-ins. Copywrite would fulfill the need for quiet individual study space, whereas the area in EB would provide a space for group study, with plenty of plug-ins."

- Zoe Slusar, VP Student Life, Study Space and Copywrite closure, The Reflector, April 10m 2015.

"It became clear very quickly in the consultation process that [the Pride Centre] was something that students considered very valuable, something that we want to hang on to. The sense that we got from the student input we received—and there was a ton of it—was that the most important purpose was a dedicated space for LGBTQ students on campus, so that's what it'll stay as."

- Shereen Samuels, Director of Student Services on student services restructuring, The Reflector, June 1, 2015

"We're in this age where we're trying to figure out what to do with our lives. I think that engaging in mental health awareness is really essential for young people of all ages."

- Zoe Slusar, VP Student Life, Metro news, Jan 28, 2015.

"[The MRU fee hikes are] way too much for a single year. I think students will be upset that they are being seen as the de facto way to bail out the university."

- Erik Queenan, President, Metro news, Mar 2, 2015.

PROGRAMMING & EVENTS

FAST FACTS

359
events

were implemented
and supported

128
events

required
production gear

Hub programming: The YouTube Jukebox initiative – an interactive, relaxed, and entertaining program that allowed students to identify their own interests – was successful. We know students spend time with their friends showing off their favourite YouTube videos, so we thought it would be fun to have this in a public space like the Hub, a space where students' online social media behavior could play out IRL (in real life)!

Regular attendance varied from 35 – 80 people per event, numbers which satisfactorily met our goal of 50 people per evening. The last evening of the semester resulted in an impromptu dance party on the stage, along with singing and dancing along to a Backstreet Boys video. This program also provided employment to two MRU students, one as the event technician managing the videos and one as the host engaging the crowd.

Music licenses: SAMRU holds three music licenses with the Society of Composers, Authors and Music Publishers of Canada (SOCAN). These licenses are for the music creators and publishers and cover us for live music, karaoke, and dance. We also hold two licenses with Re:Sound for the Use of Recorded Music: Karaoke and Dance. These Re:Sound licenses were new additions to our legal requirements this year.

Movie license usage: The Audio-Cine Film license was used to view 15 films. Most were used for the Cultural Mosaic Centre's Document Film Festival. SAMRU obtained a license directly from the filmmakers to show the films "Winter in The Blood" and "Girl Rising".

Donations & Sponsorship: SAMRU received \$7,825 in April 2015 from the Alberta Foundation for the Arts (AFA) to support live music in The Hub and Wyckham House.



The Students' Association acknowledges the financial support of the Alberta Foundation for the Arts



U-Fest concert (in partnership with MRU):

This year, the annual U-Fest concert was significantly impacted by unexpected inclement weather and we were required to move the event – typically held outdoors – into Wyckham House. While successful (this year's event sold 878 tickets), we did not reach capacity for the building (900) and did not reach the attendance numbers that were attained in previous years.

Performing at this annual welcome concert was Said the Whale, The Elwins, and A Day as Wolves (a local band selected through a Facebook contest).



Club's semester-end concert:

The AgenC Events club held the Gatsby's End of Class Charity Bash – a 1920's-themed party, with electro-swing DJs The Dirty Gramophones. Proceeds went to Inn from the Cold. The total number of attendees was 724, which was much higher than the anticipated 500. The event was a great success, with a positive atmosphere throughout the evening and fantastic costumes.



STUDENT SERVICES

Over many years, student services has grown and changed. We added services, centres, and personnel when it appeared to meet a need expressed by students, but a review to ensure that we held onto the parts that were working and restructured the rest to meet emerging student needs was timely.

The most substantial part of the planning process involved consultation with internal stakeholders – primarily students, volunteers, SAMRU staff and Representative Executive Committee – and included analysis of year-over-year trends in our Student Satisfaction and Awareness survey data. There was particular interest in and controversy around suggested changes to the Pride Centre. An ambiguously worded consultation document early in the process led to repeated expressions of fear and concern at the possible loss of the Pride Centre by a variety of students. Staff conducted several follow-up group and individual consultations with the concerned students in order to ensure accurate understanding of their concerns, and in May 2015 a statement was posted to the SAMRU website stating that the Pride Centre would not be changing. This was a significant learning experience organizationally, and despite the unintentional levels of stress experienced during the process, it represents a powerful example of organizational responsiveness to member input.

Changes to centre services and programs:

Services remain largely unchanged, particularly those offered through the Peer Support Centre. One service that we are no longer offering through SAMRU is the volunteer-run Safewalk program, due to a sharp decline in usage over recent years. Formerly a partnership with SAMRU, this program was transferred fully back to MRU Security Services. We are changing how we package and market our expanded base of thematic programming for students. These programs include events, campaigns, resources, games and shared learning in:

- Citizenship and Leadership
- Healthy Relationships
- Financial Literacy
- Gender and Sexual Diversity
- Life Hacks
- Play and Fun

Three service centres will remain:

- Peer Support (unchanged, Z210),
- Pride (unchanged, Z204),
- Global Citizen (new, Z307)

The other spaces have been redesigned:

- The “Fort Room”: a quiet space for relaxation (unchanged and now permanent)
- A nap room (new)
- A meeting room for clubs (new)
- A larger space to accommodate Student Advocacy services (expanded)
- Quiet study and lounge areas that can be converted to bookable event spaces (new)

Changes to volunteer roles:

The new system describes volunteers based on roles rather than spaces, using the following categories. The new roles provide a wide variety in terms of training, time commitment, activities, as well as leadership growth opportunities within each role.

- Peer Support (leadership option (by invitation): Room Mentors)
- Program Support (leadership option: Facilitators)
- Event Support (leadership option: A-Team committee members)
- Outreach Support (leadership option: Word-of-mouth campaign leaders)



PEER SUPPORT CENTRE

Some Highlights:

Free Breakfast:

Though lower attendance numbers remain consistent with last Fall semester's usage stats, it still represents a sharp decrease from Winter 2014. Despite this, feedback for the program has remained overwhelmingly positive, in part due to an increased selection in supplies such as waffles and syrup, granola bars, and applesauce. The program continues to be a valuable opportunity for students to connect with their peers and to the services/resources available through the PSC. *This program served an average of 75 students per day.*

Financial Literacy workshops:

The Peer Support Centre started offering free Financial Literacy workshops dealing with credit, budgeting, and banking. An average of 7 students attended each session, and the workshops received overwhelmingly positive feedback. This

program was offered with the assistance of Momentum, which provided training to the PSC Coordinator.

STUDENT QUOTE:

"We need more stuff like this—things to help students learn practical skills and grow as people."

ESLs:

An increase in students accessing emergency loans may be in part due to rising tuition costs. A repayment reduction program (decreasing students' repayment costs by roughly 16% after attending a Financial Literacy workshop) is forthcoming and is designed to help students increase their financial acumen while reducing their ESL debt.

CIFB Hampers:

Increased CIFB hamper usage is consistent with a rise in food bank use across post-secondary campuses in Alberta. This may also be consistent with a decrease in in-centre food and hygiene cupboard use: the CIFB hampers provide much more food (in addition to meat/milk/eggs) than we could support through the independent food cupboards, and students are often encouraged to access the CIFB service when they make use of the in-centre cupboards.

Sexual health education and promotion:

The Peer Support Centre held a 'Sex Week' event to educate and inform students about sexual health, and to encourage familiarity and comfort around topics regarding sex and sexuality. Events during Sex Week included interactive games like Telephone Sex Pictionary, Sex Toy Bingo (which was immensely popular!), speaker Teesha Morgan, a Sexual Health Fair, and sex and healthy relationships workshops.

75

Free Breakfasts



93

Emergency Loans



71

Bus Tickets



38

CIFB Hampers



181

SAMRU Hampers





Some Highlights:

Significant increase in the number of new visitors: Building off of the successes of the Drum Circle collaboration from last semester, the program was further improved with food and a discussion circle. Moving the event time to Monday afternoons, ordering a small meal for participants, and encouraging them to stay for an hour-long talking circle increased student participation. The discussions themselves, although simply structured with only broad topics to guide them, created deep and meaningful conversations among strangers. Each circle gave the opportunity for everyone to express their voice to a group, to tell a story, and to share something about themselves to others.

“Girl Rising” screening:

A student, who had been moved by a particular documentary about women’s empowerment, wanted to bring a screening of that documentary to the MRU campus. A bake sale was held around Valentine’s Day to help raise money to cover the screening costs, and two screening dates were set for March. Though the screenings didn’t have a significant turnout (roughly a dozen), the student was happy to have brought that documentary to a wider audience.

Gary Martin performance:

Blues musician Gary Martin returned to Wyckham House to perform for Black History Month. He first came in the fall as part of a Cultural Performance Showcase, and from the positive feedback we got from students on his performance, we reached out to him again. He was more than happy to return to share his experience and musical expertise again.

Events:

CMC held 11 events with approximately 548 attendees

- Black History Month (collaboration with Black Student Affiliation)
- Chinese New Year
- Cultural Variety Night Showcase
- Gary Martin (Speaker)
- International Documentary Film Festival (collaboration with Film Club)
- International Food Festival
- ‘1,000 views of the world’ (collaboration with International Education)
- Rwandan Canadian Society collaboration
- Volunteer Appreciation
- World Trivia Challenge

In Centre Programs and services:

- Free Tea
- English Language Practice
- Global Discussions
- Living Art Mosaic
- Drum Circles (Collaboration with Multi-Faith Chaplaincy)

LOST AND FOUND

SAMRU operates a Lost and Found during regular business hours through our main Reception desk. Open to all members of the campus community, the Lost and Found service can help reconnect people with items misplaced on campus.

- In 2014-15, SAMRU received and processed 2,743 lost items
- 645 lost items were claimed, or 23%
- 302 items were donated
- 801 items were offered for sale

NATIVE STUDENT CENTRE

Visitors: There were 900 visits to the centre over the year. NSC is an information and referral point on Aboriginal issues for nursing, journalism, social work, anthropology, and clubs.

QUOTE

"I made many friends and had so much fun I stayed after my shift and danced."

- Rachel

Sweat Lodge program: Due to the Calgary Ring Road construction, the sweat lodge has sadly been dismantled.

New program: In the 2014-15 year we began a Women's Traditional Singing Circle. While attendance numbers were low (usually 6 per circle), they were reasonable for a new and specialized program.

In-centre programs and services:

NSC had 5 different programs with an average 5 attendees per session

- Sweat Lodge
- Aboriginal Ancestry
- Aboriginal Crafts
- Elder Speaker Series
- Women's Traditional Singing Circle

Events

NSC held 14 events with a total attendance of approximately 1,440 people

- Dance Demonstrations: Hoop Dance, Pow Wow, Metis Jig

- Indigenous Voices Gathering
- Iniskim New Student Orientation (collaboration)
- Elder in the Making screening
- Grad Pow Wow celebration
- Murdered and Missing Indigenous Women panel
- SAMRU 16th Annual Round Dance
- Tea and Bannock/NSC Open House
- The Making of Treaty Seven documentary (collaboration with Iniskim, Indigenous Studies, Anthropology Club, History Club)
- Trick or Treaty (Halloween event)
- Wab Kinew (collaboration with MRU Arts Faculty and MRU Iniskim Centre)
- Indigenous Voices Gathering campus collaboration (sponsored speaker Winona LaDuke)

CENTRE FOR STUDENT INITIATIVE (CSI)

In an effort to continue to meet the needs of MRU students while remaining relevant, SAMRU launched the Centre for Student Initiative in 2013. CSI offers MRU students support and resources for practicum and class projects, volunteer experiences, and an opportunity to develop individual interests and initiatives. The Centre replaced the Sustainability Centre on the second floor of Wyckham House, but continued to operate some of the programs and events students have come to rely on, including: the Community Garden, the Green Team programs, and the annual CREATE a Better Now conference.

CREATE a Better Now (CBN):

The CREATE a Better Now conference was held again this year, with the help of a team of student volunteers. There were 9 sessions and approximately 125 attendees. Sessions included: Greening the Grid, Elder in the Making, AB Coal Phase Out, Fracking, Leadership in Action, Sustainable Hygiene and Your Health, Resilient Communities and Local Food, and Sustainable Architecture and Design.

MRU Community Garden:

This was another exciting year for the garden with a lot of hard work put in by the volunteers and new partners. It now requires focus all year round to keep up with the growing (pardon the pun) interests for collaborative projects and practicums, and funding/implementing the garden accessibility and expansion project.

The MRU Community Garden thanks **Boardwalk Rental Communities** for providing a grant of \$2,474.54 to make the garden space more accessible. The Community Garden project also received funding from MRU Institute for Environmental Sustainability, as well as a donation of lumber from Star Builders.

Good Food Box program:

The Good Food Box is a program under the Community Kitchen Program of Calgary. This monthly program offers anyone on campus fresh fruits and vegetables at a low cost. SAMRU delivered 83 Good Food Boxes in 2014-15.

Student Project Support:

Three MRU institutes collaborated with the CSI, some of our clubs, and other partners on the inaugural **Brain Drain for Social Gain** project.

In-centre programs and services:

- Cell phone recycling
- CREATE a Better Now planning committee
- Good Food Box
- Green Team
- Horticultural Therapy practicum project (collaboration with Nursing Faculty)
- MRU Community Garden
- Resource Library
- Student Project Support

Events:

- CREATE a Better Now conference
- CSI Showcase
- Fall Garden Work Parties
- Garden Harvest Party
- Global Citizenship Workshop
- Social Innovation Challenge
- Water bottle giveaway

PRIDE CENTRE

Volunteers:

Even though the Pride Centre had fewer active volunteers, volunteer hours increased this year, likely because the Pride Centre was open longer thereby creating more opportunities for volunteer involvement.

Stepping Up Program:

The Stepping Up program focused on raising awareness on dating and intimate partner violence, and was a collaborative initiative with MRU, delivered through the SAMRU Pride Centre as a pilot project. The program was successful both in high student participation (19 peer facilitators and 59 program participants) but also in increasing inclusion and diversity within the program discussions.

Researchers identified three main challenges with the Stepping Up program: the heteronormativity of the program, an unbalanced demographic response from Social Work and Child Studies students in comparison to other disciplines, and the lack of cisgender men. This past year we saw 12 men involved as participants and 5

QUOTE

"This was the best place to find and hang out this semester. Only place I was guaranteed to learn something new. Was great to be around like-minded people and learn all these new things about gender, sexuality, love, and sex. I'm going to miss all the amazing friends I've met this semester here."

- From a student visiting for a semester from the Cayman Islands

as peer facilitators. Some peer facilitators brought up concerns of hetero- and cis-normativity in program content, while others expressed discomfort with being challenged on their language and worried

about saying the wrong thing. The project has moved to MRU Wellness Centre, and SAMRU continues to work collaboratively within the campus community on the topic of healthy relationships.

In-centre programs and services:

- Crafternoon
- Hot Topics series (formerly Queer Review series)
- Talk Sexy with Me (collaboration with the Calgary Sexual Health Centre)
- Peer Counselling
- Resource Library

Events:

- Coming Out Monologues auditions
- Drag Dance Party on MRU Main Street
- Drag Makeup 101 workshop
- Gender Bender (Fall and Winter)
- Meet and Greet
- Montreal Massacre Memorial
- Pride Week
- Queeraoke
- QUILTBAG Snack and Chat
- Vivek Shraya book reading and writing workshop

STUDENT OUTREACH AND SAFEWALK (SOS)

Volunteers: SOS had a significant reduction in volunteers and volunteer hours this semester.

Fundraising

Season of Caring fundraised \$5,539.00, a 33% increase from the previous year. A big thank you goes out to our donors.

SAMRU partners with MRU for the Cougar's Crowchild Classic game held every January at the Saddledome, in which the MRU Men's and Women's Cougar's hockey teams play against the U of C Dinos. SAMRU and U of C volunteers work the 50/50 draw and split 50% of the proceeds. This year, SAMRU raised \$2,231.25.

Stress Less

Stress Less programming, including a mobile exam relief cart bringing healthy snacks to studying students and the ever-popular puppy room, continued to be a success. Some of the centre programs were refined to appeal to a larger demographic.

Grocery Shuttle

Grocery Shuttle Bus has seen a steep decline in use over the past two years. Even with additional communications and building relationships, the ridership has reduced. Possible reasons include the introduction of Car2Go, although Residence Coordinators have expressed that the service is still valuable to residence students.

Safewalk

The volunteer Safewalk program transferred to MRU Security to run. The program has experienced a sharp decline in both volunteer and user engagement over recent years.



QUOTE

"Oh My GOD! The Puppies are back!!!" - Puppy room

SOS programs and services:

- Classroom visits
- Faculty presentations (collaboration with CSI and Student Advocacy)
- Gym Buddy program
- Outreach tables and booths
- PLO campaigns for the Annual General Meeting (AGM), E-Awards, and SAMRU Elections
- Safewalk (Collaboration with MRU Security)
- Season of Caring (collaboration with PSC)
- Swag administration
- Wyckham House tours

SOS events:

- Haunted Hallway
- Stress Less Week (Fall and Winter)
- PJ & Soup Day
- SAMRU Elections Advanced Polls
- Crowchild Classic

COPYWRITE AND USED BOOKS

Copywrite closure: We decided to close the Copywrite Centre and redevelop the space for multi-purpose use: a study space and occasionally a bookable rental or event space. The closure occurred primarily as a result of a steady decline in use of all Copywrite services (as well as duplication of service on campus in areas such as student printing). The Copywrite was closed for redevelopment as of April 30, 2015. Most of the services the centre provided were discontinued, including printing and copying, the eco store, and TicketMasterTM. The services that have been continued include a revamped consignment book sale service and ticket printing for clubs and SAMRU events. The Tech Squad kiosk agreed to dissolve their tenancy agreement in Spring 2015 due to low usage of their service.

Used book sale: The declining pattern for used books sales accelerated in the Fall Semester 2014, down by 71%. We believe this was partially due to discussions

around closing of the store, and partially a continuation of the ongoing decline in used text sales. Likely causes include: new editions with prohibitively expensive access codes, alternative used book sales options such as Kijiji, Amazon, and a textbook-selling Facebook group.

Changed used book model: In preparation for closure of the Centre, a moratorium was placed on book inventory coming into the store. Special promotions were held in order to liquidate remaining inventory. A new used book sale model was researched to offer consignment book sales in 2015-16. The new system will see the year-round consignment system replaced by a condensed three-week book sale at the beginning of the Fall and Winter semesters.

Movie passes: We tested a targeted communications campaign for movie passes for November and December. Overall, the campaign had a small positive

effect, with Nov/Dec numbers half the value compared to last year. (13/14:\$1239, 14/15:\$690)

Student housing: SAMRU completed its first full year under partnership with Places 4 Students. Revenue for the housing service has increased by 44% compared to the previous year. The partnership has proven beneficial and both parties look forward to continuing to grow this working relationship.

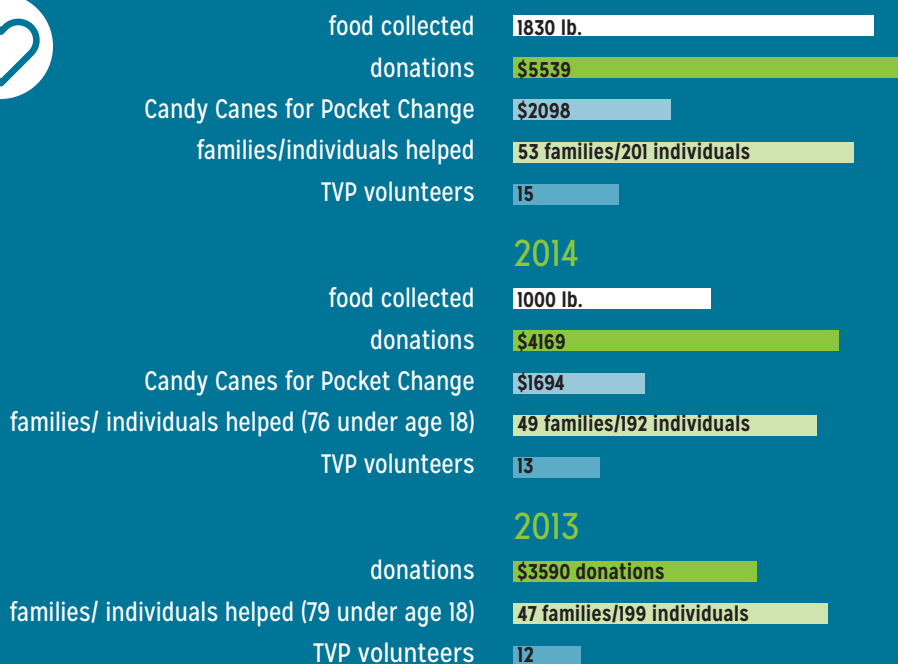
Printing: Printing revenue has increased in the Fall term. A new pricing system helped establish several "regulars" who came to Copywrite for printing. Photocopying was down slightly, partly due to stricter copyright law adherence in-store as opposed to self-serve (Copywrite staff maintained a "10% or one chapter of a book, whichever comes first" rule to avoid legal infringement).

SEASON OF CARING

In 2015, the Season of Caring helped 201 individuals in 53 families



Each year SAMRU helps MRU students feeling end-of-semester stress with the Season of Caring. Led by the Peer Support Centre (PSC) and Student Outreach and Safewalk (SOS), SAMRU provides support to MRU students and their families. Donors can buy gifts to sponsor a student's gift hamper request, or donate through our Candy Canes for Pocket Change program. This is truly a campus-wide initiative, with MRU departments, faculty and staff all generously pulling together to help create joy for students and their families.



CLUBS

Clubs events

Clubs held 224 events in 2014-15. The average Hub attendance at club events was down in the Fall semester compared to the previous year. The average attendance at Hub events was around 85 guests. There were several clubs that were new to hosting Hub events and they had limited turn out to their events. Clubs were also encouraged to innovate and push their boundaries and as such, many clubs tried new events. Clubs are more active in the Winter semester.

Attendance at club events picked up at the end of the fall semester and continued into 2015, with a wide array of events facilitated by the clubs. AgenC events hosted two large Wyckham House event that were very well attended (roughly 700, and 500 in attendance). AgenC donated 50 per cent of the clubs' earnings from their Gatsby winter event to Inn from the Cold, a total of \$1,500! The Ski Club put on a charity world record attempt for a toy pistol fight that broke the record and saw many students and the public engage in Wyckham House. Clubs have been successful in managing the risk for their events and have been proactive in their planning.

Number of clubs events:

Fall - 119 Winter - 106

On-campus

FALL	76
WINTER	83

Off-campus

FALL	39
WINTER	26

Clubs co-pros

FALL	6
WINTER	9

Fundraising: Clubs are very interested in fundraising for charities. The winter semester saw a large increase in dollar value donated, and the clubs fundraised and donated over \$18,000 this year! Not only did they succeed in fundraising, many clubs chose to volunteer their time at organizations such as; The Drop-In Centre, The Calgary Food Bank, Silvera For Seniors, The Mustard Seed, Brown Bagging for Calgary Kids and many other charities or non-profit organizations.



Clubs Contests: Contests were created to encourage clubs to actively recruit new members, and to encourage clubs participation at the Annual General Meeting in November. Club N3rd won the recruitment contest and the Field Trip Club, Poets Prospect and Improvination were the winners of the AGM contest.

Significant Trends:

Processes for clubs have gradually been getting more encompassing while managing to maintain or improve on efficiency and, more importantly, easing access. There was a marked decrease in clubs accessing available funds. This money is available for Clubs if they meet specific requirements; therefore, in the coming year, it will be emphasized during training that clubs can (and should) apply for the various different funds and, if unsuccessful, looking at ways to adjust their event, while safeguarding their event purpose, to be eligible for grants.

Clubs Days: Clubs Days were successful this year and were extended to add an extra day. During all three days, there were a couple of unused tables (very high response rate) and in reviewing the club feedback, it became apparent that they appreciate the ability to advertise and network with their peers.



LIST OF CLUBS

73 Clubs

AIESEC SAMRU Club
Asian Relationships and Cultures Club
AgenC Events
Anthropology Student Society
Art History Society
Aviation Student Executive
Beard Brigade
Bissett Accounting Students' Society
Board Game Club
Broadcasting Society
Calgary Sketch Comedy Club
Campus Conservatives
Canadian Advocates for Freedom and Liberty
Catholic Christian Outreach
Chemical & Biological Students' Society (CBSS)
Chess Club
Child and Youth Studies Student Society
Child and Youth Care Student Society (CYCS)
Club N3Rd
Collective Sound
Computer Information Systems Students' Society (CIS3)
Criminal Justice Students' United
Cubs and Co

Early Learning Child Care Society (ELCC)
Education Undergraduate Society (EUS)
Enactus Mount Royal
English Students' Society (ESS)
Exposure Visual Arts Society
Field Trip Club
Film Studies Student Society
Financial Students Organization (FSO)
Future Physical Health Educators of Alberta (FPHEA)
Hillel
Historical Society
Human Resources Students' Society
Humanities Review
Improvination
Information Design Student Society (IDSS)
Interior Design Student Society (IDSS)
Jam Club
Joli Fou Geological Society
Juicebox Theatre
Just Dance
Leaders for Environmental Awareness and Protection (LEAP)
Marketing Society
Muslim Students Affiliation (MSA)
Muslim Students and Youth Alliance

Outdoor Adventure Club (OAC)
Poets Prospect
Policy Studies Students' Society
Power to Change SAMRU Club
Progressive Conservatives of SAMRU
Psychology Student Society (PSS)
Public Relations Students' Society (PRS)
Rock and Heavier Society
Royal Blue CKI Club at Mount Royal University (CKI)
SAMRU Intercultural Dialogue Institute
SAMRU Philosophy Club
School of Flow
Secular Humanists of SAMRU
Ski Club
Sociology Society
Spanish Students Society
Spectrum
Students Distress Club
Student Nursing Society (SNS)
Students for Hope
Super Smash Brothers University
Tea Society
Urban Moves
Volunteer Club
Wake Up Now Financial Awareness Movement

Joli Fou Geological Society - Excellence in Membership Service Award

As a SAMRU Club dedicated to providing a place for Geology students to socialize and access development opportunities, the Joli Fou Geological Society has consistently provided a high level of value to its membership. Joli Fou has brought in several speakers from the geology industry as well as organizing field trips for members to gain experience beyond the classroom. Joli Fou provided its members access to specialized computer courses through the club, in order to provide an edge in the employment sector. Members have also been registered in significant numbers to attend conferences such as the Geoskills Conference as well as the Alberta Students Energy Conference.

STUDENT ADVOCACY

The Student Advocacy Coordinator provides confidential support, resources, and options for individual students dealing with both academic and non-academic advocacy concerns and questions.

In addition to providing extensive self-advocacy and appeals support to students experiencing academic and non-academic concerns, the Student Advocacy Coordinator also provides a variety of support to students, including self-advocacy coaching, meeting attendant, meeting preparation and note-taking, institutional policy information, resource referral and skill development in conflict resolution and active listening.

Trends

After several years of increase, the number of students accessing the Student Advocacy Office has stabilized. However, the number of issues addressed seemed to have shifted from one semester to the next. The Fall 2014 semester showed a slight decrease in students, possibly related to a substantial reduction in the number of hearings being held by the Office of Student Conduct (OSC). Winter

semester saw a significant increase in the number of student issues addressed, with an increase of 35 per cent compared to the previous winter. Possible contributing factors to this increase include: the budget climate, decreased class availability, more sessional instructors, changes in the Albertan political climate.

Highlights

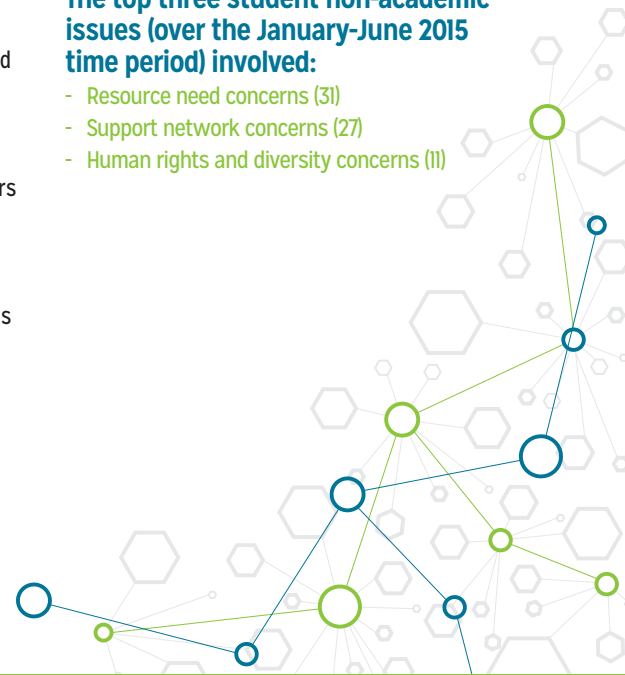
- 17% more students accessed the meeting attendant service compared to the previous year.
- Delivered presentation on SAMRU's student services to numerous Faculty Councils along with members of the Student Services team.
- Developed a training manual to capture current service knowledge and expertise, and to define services and resources.
- Continued developing a list of community resources for referral.

The top five student academic issues (over the January-June 2015 time period) involved:

- Course Concerns: (27)
- Final Grade Appeal Concerns: (21)
- Program/Department Concerns: (19)
- Office of Student Conduct Concerns: (18)
- Instructor or Supervisor Concerns: (15)

The top three student non-academic issues (over the January-June 2015 time period) involved:

- Resource need concerns (31)
- Support network concerns (27)
- Human rights and diversity concerns (11)



Top five student academic issues in winter 2015.

Top three student non-academic issues in winter 2015.

BUSINESS SERVICES: WYCKHAM FOOD COURT AND THE HUB



Foot Traffic Count

29,825 2014

35,288 2013

33,608 2012

34,420 2011

SAMRU operates The Hub, Mount Royal University's only full service restaurant and bar, and also offers over a dozen tenant opportunities within the Wyckham House Student Centre building. All of our services are designed to satisfy identified student needs, offer value to our members, and maintain the vibrancy of the Student Centre.

The revenue the Association generates from these business ventures helps ensure the organization's financial sustainability and permits us to offer support services to our membership while keeping student fees as low as possible. Sponsorship from our tenants supports the E-Awards program, which recognizes student excellence in community involvement.

Operations Highlights and Challenges

2014-15 was a challenging year for SAMRU's primary business, The Hub. Significant turn-over of staff in the food and beverage department impacted record keeping and reporting and also resulted in the temporary interruption of established loss prevention and cost management controls. Overall, revenue as a percentage of sales was significantly below industry benchmarks and previously established management systems needed to be re-developed. SAMRU employed new management of The Hub in February to address many of these issues.

Some of the improvements undertaken in the spring and summer **included**:

- Re-implemented arms-length inventory count to discourage loss from theft and provide more accurate assessment of sales margins
- Installed a DVR camera system to prevent loss as well as provide evidence for any liquor-related incidents
- Implemented labour controls to reduce labour costs as a percentage of sales
- Restructured the Hub staffing in the summer months to provide a more efficient and sustainable labour model
- Developed costing formulas for food and beverage products to ensure that prices were established in consideration of both value to members and reasonable revenue margins
- Improved data tracking and analysis to increase the Hub's responsiveness to customers

SAMRU opted to reduce its focus on a full-serve catering business model to the Wyckham House Student Centre but continues to offer a take-out and campus delivery program in partnership with several tenants to make food choices from Wyckham House available to the Mount Royal community. This more responsive catering model tailors catering orders to individual client needs. There are several performance outcomes for the Hub, and making money is only one of them. Providing a safe social area for students to meet other campus

stakeholders is an important objective. Providing campus employment for students is another important goal. The Hub is also a good place for clubs to experiment with their events and initiatives.

Wyckham Facilities

Food court sales

- Wyckham food court sales declined by 8.2%. This is likely as a result of MRU opening new food services outside of Wyckham House.
- The Wycked Deli was leased to new tenants who provide deli and Korean cuisine. There were minor repairs and adjustments to the kiosk before the new kiosk opened under the same name.

Foot Traffic Count

The annual foot traffic count indicates a 15.5% decrease in traffic into Wyckham house, suggesting that we are now feeling the impact of MRU student enrollment decreases, and perhaps also a result of the opening of a major new food service operator outside of the student centre. Around 29,825 people entered Wyckham House during the week of October 20th – 24th, 2014.

The highest volume of traffic during the sample week, was Wednesday with 7,013 entrants, followed by Monday, Tuesday, Thursday and then Friday. Peak hours were between 11:30 am and 12:30 pm.

Facilities

- Turnover of facilities staff meant a substantial loss of organizational memory.
- SAMRU is implementing new data collection methods and working on developing more robust systems to manage its facilities.

Wyckham Food Court



Wyckham House Business Tenants



SAMRU-operated Businesses



Best selling item at The Hub
Chicken Fingers
2,111



Worst selling item at The Hub
Ice Cream
31



ADMINISTRATIVE SERVICES & RISK MANAGEMENT



Internal Communications

Session attendees at the 2014 planning retreat examined and sought solutions for current internal communications and gaps in information-sharing. After the Management Advisory Group (MAG) reviewed the recommendations, the ED decided to continue with quarterly staff meetings and supplement these sessions with periodic emails to the whole organization providing updates on emerging issues.

A-Comm

The Activities and Communications team (A-Comm) is an internal cross-functional team that meets once per week throughout the academic year to review, discuss, and debrief current and future SAMRU activities, events, and communications. This meeting allows for frequent and effective information sharing between the Communications, Business and Building Services, and Student Services departments. All activities will be connected to the SAMRU Student Life Cycle document, and the SAMRU's strategic priorities.

REAL Meetings

REAL meetings (Representation, Events, Advocacy & Lobbying) are internal cross-functional meetings in which projects initiated by a member of the Representation Executive Council requiring staff support are planned. REAL projects do not include staff projects or projects the Representations Executives complete on their own. REAL met 7 times in 2014-15 to discuss over 20 projects.

Social Committee

The Social Committee is a SAMRU staff committee whose purpose is to promote positive staff relations through various events. The Social Committee organized:

- December 6, 2014 annual holiday party (Enchantment Under the Sea)
- May 12, 2015 end of year activity (pottery painting)
- Regular birthday recognition for 34 individuals
- 4 'Snack & Chat' events
- Recognition of births

Reception and Lost and Found

Reception greets and directs thousands of visitors each year, and responds to in-person and phone/email inquiries. Reception also oversees internal room bookings, kitchen and office supply ordering, club cheque distribution, key sign-out, in-coming and outgoing mail processing, hands out informative and promotional materials, acts as a front-line contact with the food court workers to ensure they have access to scheduling information, and provides a Lost and Found services to students

Information Technology

SAMRU's Information Technology department exists to ensure all hardware and software are operating as effectively as possible. This department protects the existing technological resources by maintaining compliance standards for information security, data protection, appropriate use, user responsibilities,

wiring standards, software installation and licensing, applicable laws and Students' Association bylaws and policies. In 2014-15, the I.T. department:

- Coordinated the upgrade of the HUB POS to include: hardware upgrades;
- Implemented a new off-site disaster recovery and backup solution to run semi-monthly in addition to daily backups.
- Completed registration of the SAMRU with TechSoup to be eligible to receive donations of software based on the SAMRU's charitable status
- Received Google Apps for Non-Profits through TechSoup; created a test environment to hone administrative skills and trouble shoot issues
- Researched and produced a feasibility study regarding Gmail, Google Apps, and Cloud Computing (includes investigating cross border data storage issues)

Risk Management

In the 2013-14 fiscal year, the role of the Student Governing Board's Accountability Committee was expanded in order to help SAMRU's Board better understand and manage the organization's risks. In February 2015, the Accountability Committee approved a Risk Management Matrix identifying several risks along with their mitigation strategies. The Board also approved

and implemented a Legal, Liability and Fiduciary checklist, outlining various reporting requirements and timelines for tracking them.

SAMRU manages four areas of potential risk to MRU (Reputation, Operations, Hazard and Financial) through various reporting requirements to external agencies and to MRU based on the License of Occupation Agreement

between the two organizations. Further, SAMRU holds itself to high standards in managing its own risks in these areas and to the standards required for accreditation by the Imagine Canada Standards Program.

The Accountability Committee reviews the Legal, Liability and Fiduciary Checklist, shown below, twice per year as part of its fiduciary governance role.

Legal, Liability and Fiduciary Checklist

Board Policy Compliance

- ✓ Periodic review of Board's policies, with Board approval for changes
- ✓ Exceptions reporting, when any policy cannot be followed

Board Support

- ✓ Scheduling Strategic Planning
- ✓ Strategic Plan Orientation
- ✓ Board Governance Training and Orientation
- ✓ Update Annual Board Work Cycle and Calendar
- ✓ Bylaws and Key Policy Orientation
- ✓ Appointment of Chief Returning Officer (CRO)
- ✓ Approval of REC election schedule and rules
- ✓ Presentation of next auditor to membership for approval
- ✓ Review (revise as necessary) Committee Terms of Reference, Board or Operational Policies
- ✓ Board term limits management
- ✓ Appointment of speaker
- ✓ Board and individual Board member evaluation
- ✓ Fill Board vacancies through election or appointment

Member Relations

- ✓ Oversee Elections Appeals
- ✓ Proper notice to Members for AGMs
- ✓ Members receive and approve recommendations for bylaws changes
- ✓ Complaints Report
- ✓ Predictable membership fee increases
- ✓ Published Annual Report
- ✓ Presentation of Referenda questions on new fees or regulated fees.

Operations

- ✓ Operational Assessment Report (OAR)
- ✓ Legal Issues
- ✓ Liability Issues from Clubs
- ✓ Protection of Personal Information
- ✓ Building Management and Maintenance (including health and safety)
- ✓ Tenancies and tenant management
- ✓ Proof of tenants' liability insurance coverage (with SAMRU as named insured)
- ✓ Proper licencing (and display of licences): business licences, liquor licence, staff certifications, etc.

Finances

- ✓ Operating Reports
- ✓ Insurance, including Director's and Officer's and Liability
- ✓ Report all instances of fraud suspicion or detection
- ✓ Audited Financial Statements and Management Letter (if applicable)
- ✓ Investment Reports
- ✓ Investments, Ethical policy compliance
- ✓ Draft budget for Board consideration and approval
- ✓ Drawing down from Reserve Fund only with Board approval
- ✓ Prompt payment of invoices
- ✓ Separation of transactions, cash handling, inventory management
- ✓ Analysis of Financial Position

CRA Compliance and Remittances

- ✓ T3010 Charitable Tax Return
- ✓ GST Returns
- ✓ T4s, T4As, Scholarship receipts, charitable tax receipts, Records of Employment (ROEs) etc.
- ✓ Monthly Remittances to CRA: EI, CPP, Tax
- ✓ Charitable Receipts
- ✓ Report all instances of late payments or installments
- ✓ Reports on CRA Audits

Human Resources

- ✓ ED Compensation Disclosure
- ✓ ED Performance Review
- ✓ Staff Salary Scale Review
- ✓ Approve ED Goals
- ✓ Representation Executive Council (REC) Compensation Review
- ✓ REC Orientation and Training
- ✓ Representation Executives' Performance Review
- ✓ Approve REC Goals
- ✓ Benefits (including WCB)
- ✓ Payment of staff compensation
- ✓ Part-time Staff Wage Review - For information
- ✓ Up-to-date Personnel Contracts, including intellectual property and confidentiality agreements, maintenance of personnel files
- ✓ Disclosure of ED Expenses
- ✓ Disclosure of REC Expenses
- ✓ Registering Lobbyists (REC)

Fulfillment of Contractual Obligations

- ✓ LOA Compliance Report
- ✓ Remittances for overhead costs and utilities
- ✓ Fund-raising, sponsorship, advertising and corporate partner obligations
- ✓ Twice annual repayment of building expansion debt
- ✓ No additional debt whatsoever without Board approval
- ✓ Transparent reporting of segregated funds: casino, scholarship, capital, maintenance, reserve



FINANCIAL INFORMATION

for the year ended June 30, 2015

The following pages include excerpts from the SAMRU's audited financial statements.
Copies of the full set of audited statements are available online:
www.samru.ca/about/annualreports/

Students' Association of Mount Royal University

STATEMENT OF FINANCIAL POSITION (UNAUDITED)
AS AT JUNE 30, 2015

	2015 \$	2014 \$
Assets		
Current assets		
Cash and cash equivalents	1,711,227	1,729,202
Accounts receivable	314,935	142,776
Inventories	39,120	49,787
Prepaid expenses	44,218	45,400
Funds held in trust	112,391	92,251
	<u>2,221,891</u>	<u>2,059,416</u>
Investments	6,058,516	5,635,609
Capital assets	<u>15,116,465</u>	<u>15,758,103</u>
	<u>23,416,872</u>	<u>23,453,128</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	336,898	421,114
Deferred revenue	452,551	374,367
Current portion of promissory note	287,283	273,432
Funds held in trust	112,391	92,251
	<u>1,189,123</u>	<u>1,161,164</u>
Advances and deposits held	45,030	41,430
Promissory note	10,860,857	11,148,140
Deferred contributions	<u>3,540,436</u>	<u>3,597,196</u>
	<u>15,635,446</u>	<u>15,947,930</u>
Net assets		
Internally restricted net assets invested in capital assets:		
Internally restricted	1,753,921	1,917,488
Endowment	6,022,151	5,618,620
Unrestricted deficiency	35,000	35,000
	<u>(29,646)</u>	<u>(65,910)</u>
	<u>7,781,426</u>	<u>7,505,198</u>
	<u>23,416,872</u>	<u>23,453,128</u>

Students' Association of Mount Royal University

STATEMENT OF REVENUES AND EXPENSES (UNAUDITED)
FOR THE YEAR ENDED JUNE 30, 2015

	2015 \$	2014 \$
Revenues		
Fees	2,806,530	2,918,650
Membership services	1,972,705	2,004,795
Business operations	1,565,495	1,874,566
Change in fair value of investments	273,362	467,515
Interest income	205,985	195,782
Amortization of deferred contributions	133,509	133,677
Management and executive	105,262	109,586
Programming	30,174	50,923
	<u>7,093,022</u>	<u>7,755,494</u>
Expenses		
Management	2,371,746	2,338,568
Membership services	2,013,704	2,187,407
Business operations: direct expenses	765,200	877,544
Amortization	622,927	647,658
Business operations: cost of sales	383,841	583,799
Executive	338,193	322,882
Programming	321,183	310,612
	<u>6,816,794</u>	<u>7,268,470</u>
Excess of revenues over expenses	<u>276,228</u>	<u>487,024</u>

Students' Association of Mount Royal University

2015-16 APPROVED OPERATING BUDGET (UNAUDITED)

	2015-16	2014-15
Revenue		
Health & Dental	2,203,531	2,521,182
General fees	2,056,730	2,177,522
Business operations	1,466,432	1,809,825
Capital campaign and partnership	830,837	877,835
Casino and other segregated funds	345,361	268,153
Capital replacement fund	345,194	234,977
Scholarship fee	123,690	109,242
Student service centers	119,000	270,697
Operations	112,520	130,863
Programming	25,250	36,500
Governance & Representation	17,800	17,800
Total Revenue:	7,646,345	8,454,596

Expenses		
Operations	2,283,230	2,301,001
Health & Dental	2,231,096	2,388,460
Segregated funds: restricted	1,051,294	1,171,090
Business operations: direct expenses	664,811	749,738
Governance & Representation	447,147	433,000
Student services	409,668	641,200
Business operations: cost of sales	261,749	424,453
Programming	222,034	260,899
Special events	37,560	46,900
Entertainment	22,500	23,250
Clubs	14,250	14,265
	7,645,339	8,454,256

Surplus / (Deficit)	1,006	340
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PEOPLE

2014-15 Student Governing Board

Derek Havens, Speaker (to May)
Valerie Caden-Baptiste
Alexandra Constantinidis
Nathan Frey
Shifrah Gadamsetti
Alex Hardie
Mario Jean
Priya Kaila
DeAnna Kweens
Rhett McLeod
Derek Morgan
Michelle Owusu
Chris Pennings
Matt Schapansky, Speaker (from May)
Steven Trottier

Accountability Committee

Derek Havens, Chair
Nathan Frey
Alex Hardie
Rhett McLeod
Michelle Owusu
Steven Trottier

Agenda & Governance Committee

Derek Havens, Chair
Valerie Caden-Baptiste
Shifrah Gadamsetti
Mario Jean
Priya Kaila
DeAnna Kweens
Derek Morgan
Chris Pennings

2014-15 Representation Executive Committee

Erik Queenan, President
Seija Roggeveen, VP External
Zoe Slusar, VP Student Life
Tristan Smyth, VP Academic

VP Academic Advisory Committee

Tristan Smith, Chair
David Cloutier
Jillian Kalinowski
Victoria MacPhail
Kristin Milloy
Andrew Nield
Cordelia Snowdon
Woodrow Theroux
Sadiq Valliani
Sam Ulmer-Krol

VP External Advisory Committee

Seija Roggeveen, Chair
Danish Haider
Robert Nelson
Shannon MacNaughton

Elections Officials

Shauna Hunter, Chief Returning Officer
Donna Gustafson, Deputy Returning Officer
Mona Pronk, Poll Clerk
Mary Ellen Johnson, Poll Clerk
Marilyn MacDonald, Poll Clerk
Joanne Doney, Poll Clerk
Dawn Hockaday, Poll Clerk

Advisory Committee

Erin Bacon
Valerie Caden-Baptiste (SGB member)
Alex Hardie (SGB member)
Derek Havens (from May)
Travis McIntosh
Jim Robertson
Suzanne Johnson
Heather Wilkey

E-Awards Selection Committee

John Hadley (Chair)
Carley Patten (Scribe)
Hannah Kost
Lucia Kubackova
Laura Mendoza
Zoe Slusar
Heather Wilkey

E-Awards Recipients

EXCELLENCE AWARDS

Dexter Bruneau, Gold Award
Zachary Champoux, Bronze Award
Deanna Kweens, Outstanding Governor of the Year Award
Wade Lahring, Bronze Award
Kristin Milloy, Outstanding Student of the Year Award
Cassandra Nysten, Bronze Award
Cordelia Snowdon, Silver Award
Sam Ulmer-Krol, Silver Award

ENRICHMENT AWARDS

Ngobile Nhlapho, Inspiring Culture Award
Riley Valde, Beyond Disabilities Award
SpiritRiver StripedWolf, Gender and Sexual Diversity Award

ENDEAVOUR AWARDS

Jason Droboth, Citizenship Award
Grant Lahring, Citizenship Award
Victoria Stosky, Citizenship Award
Anna Johnson, Committed Learner Award
Sabrina Lohmann, Experiential Award
Alexandra Preddy, Experiential Award
Shaylin Sampson, Part Time Studies Award

CLUB AWARDS

AgenC Club, Excellence in Community Service Award
Joli Fou Geological Society, Excellence in Membership Service Award

STAFF AND FACULTY AWARDS

Patrick Carmichael, Instructor, Department of Sociology & Anthropology
Carol Krol, Professor, Department of Sociology & Anthropology

Experiential Learning Fund Recipients

Tarisa Adrian
Samantha Alcock
Allison Bailey
Kennedy Borle
Mitchell Cowie
Leah Daniels
Jocelyn Doll
Paisley Dressler

Simone Foster
Tiffany Harrison
Stephanie Joshi
Lauren Kulyk
Austin Lang
Alysha LaRosee
Steven Lilley
Michael McCarthy
Michelle McEwen
Chelsea McLeod-Schneider
Michelle O'Neil
Dustin Paisley
Jessica Pana
Taylor Phillips
Ashley Plumtree
Steven Prediger
Amanda Schaufele
Amy Shackleton
Alexandria Sillito
Katelyn Skotheim
Jennifer Sofocleous
Victoria Stosky
Courtney Tebbutt
Steven Trottier
Riley Webster
Stephanie Weckman
Amanda Westlund
Quinn Wilton

Donors & Sponsors

Alberta Foundation for the Arts
Alberta Health Services (ACMHI)
Alberta Lottery Fund
Alberta Students' Executive Council (ASEC)
Anonymous Donors
Boardwalk Rental Communities
Coca-Cola Bottling
Flames Foundation for Life
Gallivan and Associates
In honour of Jim Hakwes
Marianne McKay
Read Jones Christofferson
Robert Wyckham

Donors and Sponsors - Wyckham Kiosks

Altaz Haji, The Collegiate Shop
Karen Chau and John Chen, Cultures/ Vanelli's, Zen Vietnamese
Joy Daklala and Sal Daklala, Sal's Flatbreads
Holly Fritz, Dental Choice
Jae Kim, Dairy Queen
Paul Krol, Edo
Kyung Mook Park, Wycked Deli
Jackie Pastor, Subway
Nav Shergill, Mucho Burrito
Tiffany Wilye, Booster Juice
Thomas Yeung, Wyckham Pharmacy
Dolly Yip and Man Yip, Good Earth Café

Season of Caring Donors

Kim Alley
Karen Atkinson-Leadbetter
Linda Barron
Ajanta Basak
Megan Berry
Mark Bezdek

Taylor Bogle
 Charmene Brewer
 Sarah Callaghan
 Cornelia H Chang
 Heidi Christophel
 Alex Coombs
 Brendan Correia
 Sigrid Deak
 David Deschamps
 Priyanka Dutt
 Jessica Ehret
 Brian F. Fleming
 Diana Fletcher
 Tracy Garrick
 Jacqueline Gonzalez
 Sally Haney
 Heather Hanley
 Linda Head
 Pearl Herscovitch
 Fadwa Khourieh
 Crystal Koch
 Nicholas Kokorudz
 Anne Kus
 Catherine Love
 Liz McFetridge
 April McGrath
 Marian McPeak
 Shelley Ng
 Michelle Nguyen
 Todd Nickle
 Amy Nixon
 Tracy O'Connor
 Margaret Olfert
 Brent Oliver
 Omar Omar
 Elisavet Pappas
 Erik Queenan
 Dawn Rault
 David Reil
 Seija Roggeveen
 Duane Schaffer
 William Scott
 Helen Serrurier
 Carol Shepstone
 Sierra Simms
 Zoe Slusar
 Charlene Stephensine
 Stephanie Symington
 Wilson Truong
 Amanda Williams
 Stephen Yuzyk
 Jennifer Zou
 Anonymous donors

Season of Caring MRU dept. donors

Academic Development Centre
 BookStore
 Information Technology Services
 International Education Office
 Library services
 Mount Royal Support Staff Association
 MRU Foundation
 President's office
 Recreation
 School of Nursing and Midwifery
 Transitional Vocational Program
 West Residence office

Season of Caring Volunteers 2014-15

David Abbott
 Elizabeth Bassie
 Maggie Benard
 Tom Boudreau
 Zack Brady
 Shania buffalo
 Merry Burkhardt

Che Burnette
 Tegan Cowen
 Stephanie Dembo
 Trinh DongThiKieu
 Jessica Ehret
 Kim Fraser
 Alex Gysen
 Yu Han
 Alycia Herlein
 Tabark Hussein
 Kaila Jensen
 Chris Johanson
 Terri Johnson
 Andrew Knault
 Sayesha Kohli
 Amy Kuchuk
 Jeanny Kwong
 Jackie Leblanc
 Sabrina Lohmann
 Rochelle McCoubrey
 Alex Mew
 Spencer Millis
 Kora Morris
 Arwa Mousa
 Geneva Nadwell
 Michelle Nguyen
 Cassandra Olafson
 Kelsey Oxley
 Lilac Pasaon
 James Patton
 Jesse Richardson
 Simran Ruprai
 Cordelia Snowden
 Spirit River Striped Wolf
 Priscilla Tang
 Dilys Tse
 Lester Valenzuela
 Sarah Wallace
 Jenny West
 Ehsan Zafar

Centre and Program Volunteers

Cody Anderson
 Brian Arsenault
 Elizabeth Bassie
 Maggie Benard
 Karrie Bratasheskys
 Sahara Bridges
 Shania Buffalo
 Che Burnette
 Zachary Champoux
 Alycia Chornohus
 Brian Chow
 Ashley Clearsky
 Alex Coombs
 Teagan Cowan
 Stephanie Dembo
 Summer Desjarlais
 Matt Eagletail
 Jessica Ehret
 Craig First Rider
 Diana Fletcher*
 Adeline Gladue
 Alex Gysen
 Yu Han
 Tabark Hassan
 Grace Heavy Runner
 Nikkole Heavy Shields
 Alycia Herlein
 Carla Hick
 Deanna Hirniak
 Andrea Hunter
 Miho Ichinoseki
 Kaila Jensen
 Wengelawit Kebede
 Alana Keleigh

Tim Kenny
 Stephanie Kindrat
 Aurora Knaut
 Julia Koziell
 Nathan Lawley
 Jackie LeBlanc
 Ryan MacIntyre
 Sheri Marendiuk
 Rae Mark
 Stephanie Melville
 Courtnee Messer
 Alexander Mew
 Spencer Millis
 Nicole Misener
 Kora Morris
 Arwa Mousa
 Andrew Neild
 Michelle Nguyen
 Nqobile Nhlapho
 Louis Obukhuwo
 Max Parker
 James Patton
 Mariana Romero
 Orry Roth
 Megan Scott
 Harbarksh Sekhon
 Emily Shibley
 Cordelia Snowden
 Jonathan Spence
 Dustin Spencer
 Victoria Stamper
 Calla Stinson
 Spirit River Striped Wolf
 Ashley Thompson
 Lester Valenzuela
 Bryce Visser
 Gin Volczuk
 Sarah Wallace
 Jenny West
 Brendan Wieler
 Wren Yemon
 Lisa Zaretsky
 Jasmin Zenchyson

Operations Staff

Lisa Antichow, Catering & Venue Rentals Manager
 Nicholas Beck, Cultural Mosaic Centre Coordinator
 Beth Billingham, Peer Support Centre Coordinator
 Megan Borg, Governance Manager
 Charles Boyd, Facilities Manager
 Michael Buffet, Kitchen Manager
 Philip Cameron, Food and Beverage Manager
 Cory Cardinal, Native Student Centre Coordinator
 Melanie Carroll, Pride Centre Coordinator
 Brendan Correia, Director, Communications & Marketing
 Andrea Davis, Student Advocacy Coordinator
 Alana-Dawn Eirikson, Centre for Student Initiative Coordinator
 Jenifer Ezirim, Receptionist
 Jacqueline Fisher, Associate Executive Director
 Marcy Fogal, Executive Director
 John Hadley, Administration Manager
 Jonathan Heath-Smith, Student Outreach & Safewalk Coordinator
 Bailey Jezersek, Catering and Venue Rental Coordinator
 Trevor Korol, Graphic Designer
 Rena Kozak, Production Coordinator
 Mitchell LaRose, Copywrite Supervisor
 Richard Lazarowich, Communications Coordinator
 Alissa Lees, Hub Front of House Supervisor
 Dawn Linnemoller, Editor and Content Coordinator
 Amber Stallard, Clubs Coordinator
 Carley Patten, Administrative Assistant
 Joanna Pesta, Programming & Events Manager
 Jonathan Piderman, Clubs Coordinator
 Anastasia Piltingsrud, Administrative Assistant

Sunny Song, IT & Finance Support Coordinator
 Stephanie Symington, Events Coordinator
 Shereen Samuels, Director, Student Services
 Kevin Walkes, Graphic Designer
 Brian Walters, Director, Finance and Information Systems
 Hong Wang, Information Systems Manager
 Ming Yang, Finance Manager

Part-time and Waged Staff

Administration & Operations Staff

Gladys Frey
 Ravinder Grewal
 Brett Luft
 Nadiya Maznychka
 Karry Taylor

Communications Staff

Vu Dang
 Alexander (Sasha) Semenov
 Brianna D. Smith

Copywrite Staff

Jared Gillard
 Tabark Hassan
 Kyle Perry
 Hannah Wright
 Danielle Webber

Food Court Staff

Bobbi-Lynn Adam
 Tim Blevins
 Jeramy Burnett
 Linda Mikel
 Phillip Samer
 Charlene Stevenson
 Linda Nelson
 Hyung Jun Yoo

Hub Staff

Shawn Affie
 Candice Della Casa Alberighi
 Shawanda Backfat
 Yvonne Bozek
 Arthur Brotzell
 Dexter Bruneau
 Amee Busch
 Daniel Byfield
 Alexandra Camelo
 Taylor Cameron
 Alex Campbell
 Gabriel Centeno
 Brooke Chiasson
 Michael Connors
 Jacqueline De Leeuw
 Juan Del Rio
 Andrew Derksen
 Airon Desjardins
 Jason Droboth
 Raphael (James) Duncan
 Georgina Fox
 Susanne Fraser
 Esosa German
 Edward Hale
 Lucian Hanlon
 Jayna Hermann
 Gavin Howard
 Ariane Izzotti
 Megan Jenniex
 Travis Jozwiak
 Paige Juneau
 Alex McDermott
 Artur Melnichuk
 Aaron Mohr
 Sanjukta Panda

Mitchell Parent
 Jonghun Park
 Andres Pascual
 Jennifer Peepeetch-Fraser
 Ron Potter
 Erinn Powell
 Bernadette Richardson
 Danica Robinson
 Rohit Kumar
 Tuoyo Sado
 Jeremias Sena Hiraldo
 Amit Shalev
 Ramandeep Sidhu
 Tayari Skey
 Ian Storcer
 Cara Thompson
 Mallory Trepanier
 Natalie Valleau
 Tarek Van Doorne
 Bryce Visser
 Lauren Wardell
 Addam West
 Hyung Jun Yoo

Production Staff

Shawanda Backfat
 Arthur Brotzell
 Dexter Bruneau
 Alex Campbell
 Brooke Chiasson
 Michael Connors
 Jason Droboth
 Danielle Granger
 Cian Haley
 Chad Hayes
 Gavin Howard
 Eric Jessee
 John Laver
 Taylyr Lively
 Samantha Lyoness
 Dallas Nelson
 Oghenerukevwe Obukohwo
 Steven Pelzer
 Evan Petkau
 Emlyn Sontag
 Liam Stitt
 Michael Sutherland
 Nathan Thiessen
 Liam Wolstenholme

Affiliations

Alberta Students, Executive Council (ASEC)
 Association of Managers in Canadian College and University Student Centres (AMICCUS-C)
 Canadian Alliance of Student Associations (CASA)
 Canadian Organization of Campus Activities (COCA)
 Canadian Society of Association Executives (CSAE)
 Council of Alberta University Students (CAUS)

Partnerships & Collaborations

AIDS Calgary
 Alberta Association of Sexual Assault Services
 Alberta Government (Surveys)
 Allison Mackenzie, Public Relations
 Anna Korwin-Kowalewska, International Business
 Burlesque Burn
 Calgary Centre for Global Community
 Calgary Communities Against Sexual Abuse (CCASA)
 Calgary Co-op
 Calgary Counselling Centre
 Calgary Distress Centre
 Calgary Interfaith Food Bank (CFIB)
 Calgary Outlink
 Calgary Permaculture
 Calgary Queer History Project
 Calgary Sexual Health Centre

City of Calgary Transportation
 City of Calgary Waste and Recycling
 Club Urban AG
 Coming Out Monologues
 Community Kitchen Program of Calgary (Good Food Box)
 Crowchild Classic (MRU Athletics),
 Design 4 Change
 Grant Sommerfeld, Physical Resources
 Homefront Calgary
 Mark Van Engelen, Nya Sustainability
 Miscellaneous Youth Network
 MRU Aboriginal Strategy Steering Committee
 MRU Accessibility Services
 MRU Arts Faculty
 MRU Athletics
 MRU Community Garden
 MRU Counselling Services
 MRU Custodial staff
 MRU Diversity and Human Rights
 MRU Emergency Operations Centre
 MRU Events Roundtable
 MRU Faculty (Various)
 MRU Indigenous Studies
 MRU Information Systems
 MRU Iniskim Centre
 MRU Institute for Community Prosperity
 MRU Institute for Environmental Sustainability
 MRU Institute for Innovation and Entrepreneurship
 MRU International Education
 MRU Library
 MRU Maintenance
 MRU Marketing and Communications Implementers (MCI)
 MRU Massage Therapy Program
 MRU New Student Orientation
 MRU Nursing Faculty
 MRU Office of Student Conduct
 MRU Office of Student Success
 MRU Physical Resources
 MRU Positive Space Committee
 MRU Purchasing
 MRU Recreation
 MRU Risk Services
 MRU Security
 MRU Social Media Community
 MRU Strategic Plan open sessions
 MRU Student Counselling
 MRU U-Fest Committee
 MRU University Advancement (UA)
 MRU Wellness Services
 Murray Cunningham (AGM Moderator), Broadcasting Department
 Norrie & Co.
 PADS (Puppy Rooms)
 Peer Support Services for Abused Women
 Places4Students.com
 Possibilities
 Scott W. Murray (Elections Moderator), History Department
 Spencer Kennedy, Urban Impact
 Statistics Canada (Surveys)
 The Reflector
 Wendelin Fraser, Entrepreneurship
 Writing in the Margins

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