



## **VP Services Summer Report**

J'aime Brunet -September 25, 2017

As you all know, the new NUSU executives began their terms in office on May 1<sup>st</sup>. Since then, we have been working diligently to prepare for the year and the exciting things that are to come. In my role as VP Services, I am responsible for the organization, management and implementation of social and academic events at Nipissing University such as Frosh Week along with many other things including our clubs program and the food bank. In the following paragraphs, I have detailed the kinds of things I've been doing since the beginning of my term.

### **Frosh Week Planning**

Beginning in May, the Frosh Week Coordinators and I met bi-weekly to plan and organize the details of Frosh Week. The Coordinators for this year were Rebecca Dubeau, Emily McCarthy, Jessica Nolevski, Courtney Ivany and Dave Ratcliffe. Unfortunately, in June, Dave Ratcliffe left our Coordinator team due to personal reasons. After the original coordinators and I conducted many interviews, Thomas Dawson was chosen to be our fifth Coordinator for Frosh Week 2017. This group of people were a huge factor in the success of Frosh Week and I greatly appreciate all of their hard work over the summer.

In May, our main focus for Frosh week planning were the team logos and the schedule for the week. Alec Jordan was chosen to be our logo designer and designed 14 incredible logos for our t-shirts and flags. These included the 12 team logos, the main Frosh Week logo and the Shinerama logo. With regards to the schedule, I wanted to optimize the Frosh Week experience for those participating in the week looking closely at the schedule from previous Frosh Weeks to make adjustments. Some notable changes to the schedule from previous years include the addition of the Game Show on Day 1, the addition of the Speak About It performance in collaboration with Jen Gordon and SDS and the addition of Capture the Flag and the Carnival in partnership with Residence.

Another job associated with Frosh Week is the Frosh Kits. This year, we sold 400 kits for \$110 + tax each. We included Burt's Bees lip balm, a fidget cube, a slinky (to go with the 90s theme), a water bottle and sunglasses all in a branded grey duffle bag. Other items were added to these kits by our sponsors.

Near the end of July and at the beginning of August, the Frosh Leader training schedule was finalized. Training ran from August 23rd until August 28th. The training for Frosh Leaders included a welcome, Consent + by Dakota and Candace, Anti-Oppression by Candace and An from the Equity Centre, Bringing in the Bystander by the Consent Crew and SDS, Role Preparation by the Executives and Coordinators, Social Media training by Nathan Snider, What is Shinerama by myself, a team building session, and supporting International Students and Accessibility training by Shannon



100 College Drive, PO Box 5001  
North Bay, ON P1B 8K9  
Tel: (705) 474-3461 Fax: (705) 474-7732  
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Landry and Courtney Hughes. On top of all these training sessions, Leaders also took part in Residence Move-ins, our Shine Stunt and a retreat to Mattawa.

Frosh week this year began on August 29th at 10am with Opening Ceremonies. Community leaders spoke on a variety of topics including consent, healthy relationships and domestic violence, responsible drinking, the city and community, and university life. The speakers were President Mike DeGagne, Chancellor Paul Cook, the Consent Crew, Mayor Al McDonald, Janine Lafrenier, Shawn devine, Vic Fedeli, and Micheline Bedard on behalf of Anthony Rota. Following Opening Ceremonies, teams began their friendly competition in the Scavenger Hunt and Game Show and later that night, enjoyed a double feature in the theatre.

On Wednesday August 30th, students arrived on campus in the morning for a performance called "Speak About It". This event is a new addition to Frosh Week and seemed to be very successful despite a few organizational problems. Jen Gordon and I will be working together to look at the possibility of continuing to run this event in the future. After the performance, teams loaded on the buses for the Amazing Race. The race seemed to run very smoothly without any major problems. According to feedback collected through surveys and the app, the Amazing Race was the Froshies' favourite event of the week. Over half of the Froshies who completed the survey indicated that this was their favourite event followed by Beach Day, Shine day and Muddy Olympics. The game of Capture the Flag for Wednesday night was cancelled due to poor weather conditions. Residence ran glow in the dark karaoke at two of the complexes as a substitute for Capture the Flag.

On Thursday, we had a tremendous turnout at the Note Taking/Mock Lecture with over 200 students in attendance. Following this event, students proceeded to the Athletic Centre for the Dean's Lunch and then down to the Lower Residence Field for Muddy Olympics. We had some colder weather for this event, however students still enjoyed themselves in the mud.

Friday's lunch was provided by Casey's Grill Bar at the North Bay Waterfront. this was by far the best sponsored lunch of the week. The Beach Day events, including some new events with Aqua Lily Pads, went over very well. The highlight of the day was when Team 7 Destiny's Frosh initiated a song for the couple celebrating their 59th wedding anniversary. For your reference, here is the youtube video that hit more than 6000 views and is being shared all over North Bay.

[https://www.youtube.com/watch?time\\_continue=1&v=gRO5xCayXck](https://www.youtube.com/watch?time_continue=1&v=gRO5xCayXck)

In the evening, students from Frosh and residence participated in a yoga session ran by Grounded Studios. Although the air cooled quickly, the evening was definitely fun for everyone involved.

Bright and early on saturday morning, Froshies volunteered at our Shine day. Teams were located all around North Bay, Powassan, Callander and Sturgeon Falls and we raised a total of \$12,764.69 for Cystic Fibrosis Canada. The night time event on this



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day was the Carnival in the Chancellor's House parking lot and was a lot of fun. Moving this event to the Saturday night during Frosh week turned out really well.

Sunday was our final day of Frosh Week. The schedule for the day consisted of the Food Drive, Closing Ceremonies and the Frosh Leader appreciation BBQ. This year, we shortened the time allotted for the Food Drive and were still able to bring in lots of food for our student Food Bank. Finally, the closing ceremonies with the Lip Sync Battle were a lot of fun. Awards were given out to the two best Froshies (based on a vote from the Frosh Leaders), the two best Team Leaders, two best Utility Leaders, Team with the most spirit and Top Team of the week. The award winners are as follows:

Best Froshies: Dawson Meecham & Rosemarie Hartman

Best Team Leaders: Spencer Garel & Sarah Goodine

Best Utility Leaders: Nigel Navgiri & Katie Hyde

## **Concert**

In May, I decided that I wanted to host a concert in or around Frosh Week, though I wasn't sure who I wanted to bring in to perform. Sarah McGowan and I sent out a poll on Facebook for students to tell us their favourite genre of music. Country music took the lead, however I chose to start the year off with a more universally enjoyed style of music. I began looking for bands/artists of all genres of music to make the event appealing to a variety of students.

Warren and I met with Facilities and Security to see about the possibility of hosting an outdoor concert in one of our parking lots on campus. After some discussion with Canadore Student Council Student Government Coordinator Lise Paxton and Security, we decided that the concert would be held on Friday September 8th in parking lot 5. This date allows us to open up the concert to upper year students while still running off the energy from Frosh Week.

We began selling early bird tickets for \$10 around the second week of August. On August 23rd, the tickets went to regular price for \$15 each. All of those who purchased a Frosh kit or participated in the week as a leader were given the option to purchase a ticket for \$10 at the NUSU office until the day of the concert. In other words, they got a \$5 discount on the regular ticket price. Tickets were sold to both Canadore and Nipissing students and costed \$20 at the door of the event.

At "Summer in the Parking Lot", we had 3 bands perform. The opening act was James Palmer and his band, followed by Birds of Bellwoods from Toronto, and the headlining act was The New Electric from Calgary. My goal when planning this concert was to create an experience for students rather than just a concert with a couple bands. We brought in a company called X Infused, a Beavertails truck, Sugar Daddy's Cupcakes, the Boat served drinks for those who are 19 years old or older, and there were Shine t-shirts made by the Escape Movement for sale.



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Despite the 7 degree weather on the night of the concert, we still had a great time at our first ever annual Summer in the Parking Lot. We sold over 150 tickets through Eventbrite and the NUSU Office and then \$500 worth of tickets at the door. Everything ran very smoothly and the bands were great. We received some great feedback from attendees and are hoping that this event will continue in future years with some improvements.

### **Shinerama**

This year, Tyrel and I are spearheading our Shinerama campaign at Nipissing. We hope to raise a total of \$15,000 for Cystic Fibrosis Canada through several Shinerama fundraisers such as Shine Day, escape movement t-shirt sales, shine pendant sales, the Shine Gala and a couple more secondary fundraisers.

In my role as VP Services, I am the chair of our new Shine Committee and was the main organizer for our Shine Day on September 2nd. Throughout the summer, we had a couple Shine Committee meetings to plan our fundraisers for the year, with a focus on Shine Day. We chose 12 locations in North Bay, Sturgeon Falls, Powassan and Callander to expand our reach from previous years. Over 250 volunteers were spread out around the community to wash cars, paint faces, sell burgers and hot dogs, give out balloons and sell popcorn to help raise as much money as we could for CFC. By the end of our Shine Day, we raised a total of \$12,764.69 which is a great success and starting point for our Shinerama campaign this year.

As one of our secondary fundraisers for Shinerama, we started selling terra-cotta shine pendants for \$10 at the Farmer's Market. We will be continuing to sell these throughout the semester outside of the bookstore. Furthermore, we are working with Andrew from the Escape Movement on some Shine t-shirts. We will be selling these throughout the semester as well, for \$30. \$20 from each t-shirt will go to our total raised and donated.

I decided to change the way we did our Shine Stunt this year. Instead of doing the stunt on Saturday September 2nd in the morning before all the teams left for their locations, I planned to have the Shine Stunt on the Sunday before Frosh Week. On Sunday August 27th, we brought the Frosh Leaders down to the North Bay waterfront to Shine the Chief Commanda. We invited Macrina Perron from the North Bay chapter of Cystic Fibrosis Canada to speak at our event and the media were there to do a couple interviews. The Stunt was used as a great promotional tool for our Shine day.

After attending the Alumni Awards dinner with Sydney, I decided that I wanted to hold a formal event to raise money for Shinerama. In previous years, NUSU has hosted a Shine Gala and I would like to bring this event back. On November 17th, we will be hosting this event at the Grande Event Centre and inviting community members, University Administration, Nipissing Alumni and our sponsors to attend. We will have a silent auction, some live music from James Palmer, and a speech from someone with



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cystic fibrosis. With help from the Shine Committee and our VP Communications Tyrel, we will continue to plan this event in the next couple of months.

## **Conferences**

On May 19<sup>th</sup>, Tyrel and I left for the Shinerama National Conference at McMaster University in Hamilton. While at this 3-day conference, we learned about Shinerama, Cystic Fibrosis Canada and how to successfully run this campaign. We got to make some really great connections with executives and coordinators from other Universities and Colleges from all over Canada. We also set our campaign goal for the year.

The following weekend on May 26<sup>th</sup>, all the execs along with many Nipissing University student leaders went to the University of Toronto for the CFS Skills Symposium. There, we learned about CFS, campaigns, creating safe spaces on campus, planning events, and building a healthy workplace. Again, we were able to create and strengthen relationships with executives from other Universities.

From June 11<sup>th</sup> to June 15<sup>th</sup>, Sydney and I were at the COCA National Conference. This conference consisted of nine education sessions on programming, concert planning, speaking to agents, mental health initiatives and more, comedy, variety, lecture, singer-songwriter and mainstage showcases. Overall this conference was an amazing networking opportunity and a great way to get ideas for student programming on our campus. I will be taking everything I learned at this conference and using it this year to plan successful concerts and events for students at Nipissing.

From July 7<sup>th</sup>-9<sup>th</sup>, Tyrel and I were at the Shinerama Regional Conference at Laurier Waterloo. At this conference we were provided with a lot of the same information as we were at the Shinerama National Conference, however I did get some more ideas for shine day location events and how to better educate and motivate our leaders. Since this conference I have been testing our Frosh Leaders with Shine Trivia. My goal with the shine trivia was to educate the leaders on Shinerama and CFC by creating a friendly competition. The team leaders who answered correctly had their logo released and the utility leaders received bonus spirit points to give out during Frosh Week.

On Sunday July 23<sup>rd</sup>, Sarah, and I travelled to the Niagara Region for the COCA Central Meet-up on Monday July 24<sup>th</sup>. This conference had two streams (events and marketing). Sarah and I came back with some useful strategies for marketing ourselves and the positions at NUSU to attract the right fit candidates to our organization. I was also able to get lots of ideas for campaigns and events to hold on campus.

## **NSO**

This year, the New Student Orientation Week (or NSO Week) ran from July 10<sup>th</sup>-14<sup>th</sup>. This was a very busy week for many of us in the office. My responsibilities included Frosh Kit Sales, and sitting on the Lakers to Lakers panel for the green group.



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The week started off a little slow but picked up very quickly. By the end of the week I had made several meaningful connections with new students, we sold over half of our Frosh Kits and I was able to build on our relationships with different departments around the school. From my perspective, I saw that the panel was a great way for the many departments (residence, the equity centre, SDS, recruitment and NUSU) to work together for the students. In those sessions, I really felt that as fellow Lakers, we were able to use our diverse experiences on campus to prepare the incoming students as much as possible.

### **Clubs**

Cooper and I sat down to look over the clubs' policy and make some adjustments. This year, we will be enforcing this policy more strictly.

Once Frosh week and the concert were all wrapped up, I was finally able to sit down and work on some stuff for our NUSU clubs. We have received several new club status application packages and some new clubs have been approved such as Stand-Up Comedy North Bay and the Nipissing University Social Work Association. The annual Clubs Summit Meeting took place on Wednesday September 13th at 8:30pm. We had 35 club executives in attendance from 22 clubs. Shane and myself introduced ourselves and our roles, and then we went over all of the club forms and the clubs policy.

Club Days, a week where clubs have the opportunity to promote themselves and recruit members, began on Monday September 18th. This semester we had 19 clubs participate.

### **NUSU Crew**

At the beginning of the summer, I met with a couple execs, Bryanne and Michelle to brainstorm ideas to revamp NUSU Crew this year. The biggest change this year will be having a bigger focus on the "crew" feel. There will also be consistent contests, discounts, awards and socials throughout the year to keep members interested.

I have more recently began the recruitment and planning for NUSU Crew. We have about 32 students signed up which is really great. Sarah has scheduled posts on social media to advertise sign-ups and I have sent emails to Candace Ghent from the Equity Centre and Courtney Meyer from residence to help with recruitment. This year, I plan to create bonds between members of NUSU Crew by hosting a couple social events each semester and to involve members a little more in event brainstorming and planning so they are each passionate about the event that they are promoting. I've also done some planning for NUSU Crew in the future years. Eventually, NUSU Crew could have subgroups of students who specialize in different roles such as a "street team" who are in charge of getting people to events and hyping them up, a team of students who want to be more involved behind the scenes with the planning and coordinating of events, a team of students who are more interested in volunteering in the community or at events outside of NUSU, etc.



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Our first meeting for NUSU Crew will be on October 3rd to meet everyone, to review the structure of NUSU Crew and to brainstorm event ideas for the rest of the semester.

### **North Bay Community Involvement**

One of our goals for NUSU this year is to have a greater presence in the North Bay community and to build relationships with community members. Over the summer, we have met with Chancellor Paul Cook to discuss ways in which he can support us and our events this year. We met with Mayor Al MacDonald on a couple of occasions. On our second meeting, Cheryl Sutton, Dave Drenth and Warren sat in with the execs to talk about our concerns with development charges for our building project. Later we spoke about how we can partner with Tanya Bedard on a student job fair this year. Finally, we discussed more ways NUSU can get involved in the community. Sydney and I also sat down with the North Bay Fire Department Chief Jason to speak about their involvement in Frosh Week. Tyrel, Sarah and I met with Carol Porter from the Chamber of Commerce about collaborating on our job fair this year.

We have been attending business grand openings in our community, events, fundraisers and big ceremonies. I attended Sugar Daddy's Cupcakes Grand Opening at Lee Park on June 3rd, the Gathering Place Garden Grand Opening on June 7th, the Nipissing University Nursing Convocation Ceremony on June 8th and the Homewood Suites Pre-Opening/Chamber of Commerce Business After Hours on June 22nd.

I spoke with Lynne Cotie and her coworker from the library about NUSU this year. They said they have noticed a difference with our involvement this year. She mentioned that it's been great to see us around the community and getting involved more because North Bay needs to sometimes be reminded that we (Nipissing University) are here. This was a very nice thing to hear from library staff and it is important to remember how much of an impact active involvement can have.

### **Meetings within the University**

Another goal for NUSU this year is to build relationships with members of University including staff, faculty, administration and other departments. Throughout the summer, the executive team has had introductory meetings with all the Deans. I have had meetings with Jen Gordon, the Lakers Orientation Committee, NUFA and the Events Subcommittee (of NU25). As an observer, I also attended the Board of Governors meetings and the Senate meetings. I also met with Genevieve, Courtney Meyer, Megan Cyr and Kathleen Troop several times about collaborating on events between Residence and NUSU. Cooper and I have also been building up our relationship with athletics by meeting with Vito and Rob as well as individual coaches and team captains. So far this has been a great success and we are getting lots of constructive feedback while removing the gap between organizations. Him and I also took part in the Lakers Hockey Golf



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Tournament on July 19th which was another way to network with members of the University and our athletes. The execs and I had a meeting with Len Gamache and Andrea Parolin about the University's fundraising priorities. In the office we had a Military Support Presentation from the Military Family Resource Centre. We discussed ways in which we can help raise awareness of military families and their struggles and following this, Sarah, Cooper and Tyrel led a project to officially partner with the MFRC. Furthermore, I have met with Courtney Hughes who is the Education Abroad Coordinator in SDS. We spoke about ways that NUSU can help better integrate International Students when we plan events for the upcoming year. We spoke about language barriers in advertising and more specifically how we can show our support for those students. The other execs and I met with the Office of Indigenous Initiatives to speak about barriers for indigenous students during our elections, ways we can work together on events and support one another throughout the year, their participation in the scavenger hunt during Frosh Week, the health plan and more. We also met with facilities to speak about our new student lounge, club expectations, recycling bins on campus, fire safety in our office and much more. We had an introductory meeting with Debra, the new Registrar. She is replacing Jamie Graham this year since he recently retired. We spoke about ways that we will be working together throughout the year and the issues we see on campus with regards to contacting students and supporting second and third year students.

### **Conclusion**

This summer has been an amazing learning experience for me. I have enjoyed all the connections and networking opportunities that my position has provided for me. I am very excited to begin this school year with all the students at Nipissing University. I am looking forward to planning some great events throughout the year and continuing to build positive relationships with the University and North Bay community.

If you have any questions at all, please do not hesitate to contact me via email, phone or in person in the halls, classes or in the office.