

The background of the cover features a city skyline at night, with various skyscrapers and buildings illuminated. The sky is filled with dark, heavy clouds. The image is divided into three horizontal color bands: a grey band at the top, an orange band in the middle, and a dark blue band at the bottom.

ANNUAL REPORT 2015

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MISSION STATEMENT

We are the students of George Brown College committed to supporting each other in the struggle for students' rights, the pursuit of quality education and the provision of services in a safe, equitable and accessible environment.



EXECUTIVE DIRECTOR

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Interim executive director

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I have always loved Nelson Mandela's famous quote, "education is the most powerful weapon which you can use to change the world."

Working with the Student Association of George Brown college (SA) is a fantastic way to be part of a global student movement; joining activists who are active learners, ensuring youth voices are heard, impacting legislation, decreasing obstacles to education, lessening feelings of isolation and building strong communities.

It is a great privilege to be the executive director at the SA and be in a position where I can exercise leadership and mobilize those working with me to contribute to that reality for our students. While I have only been at the SA for a few months, my commitment to mentoring youth, breaking down systemic barriers to education and providing youth employment have been in practice for a long time. I am inspired to join the SA family, a staff team and student board of directors who hold these convictions dear.

Working with the board

I report to the SA's 21-member board of directors. Essentially, I have 21 bosses holding me accountable! Along with the management team, I am a mentor and resource for the board. I work most closely with the executives—the five board members who are expected to work full-time hours. I work with the SA's executive committee who endeavour to keep the SA focused on our mission and mandate. We offer strategic direction to the rest of the team. We consider the welfare of the SA and address any legal or business issues in a timely manner, bringing in external expertise when needed. We establish performance, programming and service standards through policy. We support the work being carried out by the rest of our team.

It is not a coincidence that my priorities mirror that of our director of communications and internal, the person with whom I work

most closely. I am focused on increasing student engagement, ensuring effective and efficient operations and bettering awareness of the SA.

I am the liaison between the board and the whole staff team. Ensuring adequate staffing is in place to serve our four campuses and provide our extensive menu of programs and services is always top of mind. I need to recognize and foster high ethical standards of performance, service and professionalism amongst staff.

Areas of work I oversee

- Operations
- Equity and advocacy
- Finance
- Human resources
- Office management
- Information technology
- Graphic design
- Publications and communications
- Partnerships
- Vendors
- SA business
- Legal
- College and community relations
- Student awards and bursaries

Like the managers and the co-ordinators, staff management is one of my core responsibilities too. The executive director has eight staff who report directly to them: the operations manager (my original and permanent role); the manager of equity and advocacy, Rosalyn Miller; the finance co-ordinator, Avez Hasham; the publications and communications co-ordinator, Mick Sweetman; our graphic designer, Yaw Okyere; internal co-ordinator, Jessica Pasion; the IT consultant, Danny Sadovsky; and our lawyer, Bill Reid. I am

extremely lucky to have such a skilled, hard-working team. I definitely do not take that for granted! Their reports to follow will give you insights into their important areas of work.

Fiscal responsibility

My fiscal responsibility is huge. Not only because our operating budget is \$3.5 million, but also because we are entrusted with student fees. I take this very seriously and work to ensure appropriate expenditures and diligent financial practices. Our financial audit was very positive, proving we had no areas of significant concern. We believe in transparency and, for this reason, are enthusiastic to answer to the student body at the Annual General Meeting.

Employing students

A good portion of our budget goes towards staffing. This year, we have 157 employees on payroll. We hired no less than a 130 students for part-time employment. This practicum work opportunity serves to enable students to obtain their education and gain experience, increasing their employability. We provide training and year-round coaching to our staff team to ensure that they are best equipped to serve students.

Awards & bursaries

Last year we gave away \$225,000 in student awards and bursaries. This coming year that amount has increased by 20 per cent. This is an exciting part of my job—offering financial assistance to students in need. The criteria to qualify for an award or bursary is pre-determined and selections are made by a third party at the college to ensure that they are fair and unbiased.

We work with the college on a number of initiatives, such as student orientation, the United Way campaign and more. One of the many committees I sit on is the college council. This is an interesting chance to meet with different department representatives and

share information on topics like internationalization. As we have a large number of international students, it is particularly relevant for the SA to examine how we meet their varied needs. This is true for our domestic students too.

One of my recent accomplishments is working with our events team and developing a strategy for how we approach our recreational, social programming in order to attract a greater number of students and increase student engagement. We will continually evaluate this strategy, as well as our methodologies of delivery in our other departments, to ensure we remain relevant. Do not hesitate to find us and give us your suggestions.

The SA has had an incredibly successful year! We are in a strong financial position. We have a great staff and board team in place. Our facilities are continually being enhanced and we have a perfect safety record.

I know we are headed in the right direction given:

- The increase in advocacy cases this year.
- The huge success of campaigns getting record numbers of youth voters to the polls.
- Regular and reliable access to a consistently replenished food bank.
- The record number of clubs ratified this past semester.
- Increased visibility by our constituency groups.
- The ever-growing readership of *The Dialog* and SA email newsletters.
- Double the SafeWalk numbers in only two years.
- The Kings Lounge's success with lunch specials and the best sales since opening.
- So many happy students at wide-ranging events.
- The consistently busy front office areas with students seeking information, health / dental insurance and assistance.

Hi folks, my name is Rachel Grace and I am currently your director of campus life with the Student Association of George Brown College (SA) for 2015-16. My role as director of campus life has been a life-changing opportunity that I am incredibly grateful for. Having never been involved in student politics or governance prior to this year, I was unsure what my experience would be like working with the SA.

My motivation for running in the elections with the ACT Now! team stemmed from my passion for event planning and the potential to facilitate truly beneficial and positive changes for my fellow George Brown College (GBC) students. After being elected I felt my passion and drive kick into high gear, and I quickly started working tirelessly to ensure I was fulfilling my role to the best of my ability.

During my summer I focused primarily on planning our annual SA Week of Welcome (WOW). I wanted to create an unforgettable first week back to school that consisted of a variety of events at all four campuses, ultimately reaching the highest number of students from all demographics possible. Working closely with the SA's senior co-ordinator of events & marketing, Neil Cumberbatch, we created a schedule of 12 events taking place over the course of the first three days back to school.

I sought an abundance of quotes and negotiated pricing in every single aspect of WOW, ensuring that students' money was being spent with care and consideration. The events were a huge success! During those three days we surpassed the number of WOW events in previous years and saw a turnout of thousands of students enjoying and participating in the diverse festivities.

Similar to other student unions throughout the nation, the SA has hosted several "back to school" concerts for GBC students over the years. Looking at previous year's costs and numbers, while weighing the options for this year's concert, we decided to pursue the opportunity to partner with the Ryerson Students Union (RSU).

By pooling our budgets, resources and efforts, we created a concert of extraordinary caliber; otherwise financially and logistically impossible to achieve on our own. I worked hard with the RSU to plan the "Parade and Concert" that took place at Ryerson's campus, on Sept. 11. Nearly 2,000 GBC students attended the concert at a cost to the SA of \$110,000 – a significant attendance increase compared to last year's concert that had 300 students at a cost of \$60,000.

We organized a surprise appearance by international superstar Drake (which no other Canadian post-secondary institution has done), and no major security incidents occurred among the massive crowd. Many attendees told us they were blown away.

I have been involved in a number of other events this fall, working alongside our enthusiastic events squad. Our first pub night this semester was the Traffic Light Party, which raised over \$1,100 for the United Way. Students were given the opportunity to mingle, wearing colours to indicate their relationship status if they wanted to do so. We worked collaboratively and promoted consent culture with the amazing support of our Community Action Centre team.

Other off-site events that were organized such as the Blue Jays game, the annual Back to School Boat Cruise, the Halloween Haunt excursion and the Halloween nightclub event saw great attendance from GBC students. I'm excited about another first-time off-site event that I am planning for next semester - an evening formal, where students can enjoy a special night to dine and dance among peers.

Lately, my focus has turned to the SA's clubs and other upcoming events for the year. Working with our new clubs co-ordinator, Cameron Wathey, we have ratified over 30 new clubs, created a platform for students to come up with new club ideas and helped facilitate an extremely successful Clubs Fair.

Moving forward, I would like to continue striving towards planning various quality events that are inclusive to all demographics. I hope to work closely with other board members, particularly constituency representatives, to develop fun, social events that are appealing and safe for as many students as possible. I am working on developing a marketing strategy specifically for events, to reduce the frequency of GBC students not knowing about them and to increase attendance numbers.

To me, social events and clubs on our campuses are an amazing way to promote community and belonging at GBC outside of the classroom. My goal as director of campus life has and always will be to help create an unforgettable year for students by facilitating the opportunity to make lifelong friends and memories. I am so proud to serve the members of the Student Association and will continue doing so to the best of my ability, as I continue to learn and grow within my role. I am incredibly humbled and thankful for this opportunity.

Hello my name is Thomas Hadwen and I am your director of operations for the year 2015-16. I have been greatly blessed with this amazing learning opportunity and I continue to learn through my constant service to the student body. I have served at the Student Association (SA) since 2013 twice as the engineering representative, then as the Casa Loma campus director and now, as the director of operations. My vision for the SA is that the organization will strive towards positive change, in an accountable and transparent manner.

Budget

I view my role in an executive position as one of mentorship and support through financial and logistical means for the new board. My first task of the year was to create the operational budget for the 2015-16 year. The board of 2014-15 had not been able to come to a decision on the budget before the end of their term and it was my responsibility to present a budget to the new board that would be accepted by all and approved.

The budget was created by the Act Now! Team, which ran on a platform of increased spending. This was a policy to reverse the trend of previous governments and ensure that students' annual fees were being reinvested fully in them throughout the year and not accumulating large surpluses annually, as had been the case in the past.

The budget increases planned for a large investment in our Week of Welcome (WOW) amazing, better swag giveaways for students, more events and pub nights. In working with the finance co-ordinator and the operations manager, I created the 2015-16 master budget. The new board approved the budget at its first meeting on May 12. It seems that the strategy has paid off! Attendance to our Week of Welcome (WOW) broke all previous records!

My job is not just finances though; I greatly enjoyed speaking to the thousands of new students at the up-and-running days as well as the dean's orientations, actively participated in the planning and logistics of the WOW, all while conducting unending interviews for full-time staff, and the many part-time SafeWalk, TTC, Kings Lounge bar staff we hire from the student body!

Casa Loma Student Centre

My biggest task has been the Casa Loma Student Centre renovation that I initiated in 2013 and was completed this summer. This project has been an integral part of my work and one of my greatest successes here at the Student Association. From the amazing consultation where 891 Casa Loma student provided their feedback on functional space, the countless hours visiting furniture supply show rooms to find the perfect furniture for the students, the unending design meetings and finally the weekly ITP construction meetings. I am proud to report that the project has reached substantial completion. The renovations are likely to come in at \$145,000 under its \$2,148,162 budget.

To celebrate this success, I organized and hosted the Casa Loma Grand Opening to thank the SA building committee, the excellent work by the college led by Ian Hamilton, the work of MHPM consultants, MJ Dixon the Contractor, Architecture Counsel Inc., the SA staff and, last but not least, the Casa Loma students for putting up with the construction project over the summer.

My main goal now is the identification and installation of new food vendors to finish off the space, give students more food options and increase the revenue of the SA for years to come.

Future plans

Some of my other projects for the year include consideration of capital investment to the Waterfront campus, improvements to the Kings Lounge Bar and Eatery in co-ordination with the hospitality co-ordinator, renewing the health plan policies with the operations manager and the member services co-ordinator. I am committed to working with the executive director, the finance co-ordinator and the finance committee to create the master budget for 2016-17. This process will start as early as January.

Thank you for choosing me to represent you at George Brown it has been an honour serving as your director of operations.

My primary responsibility as the director of education is to work closely with Community Action Centre to create campaigns for the George Brown community, advocate on your behalf at the college and act as a primary representative at Canadian Federation of Students.

Canadian Federation of Students

The Student Association (SA) is Local 92 of the Canadian Federation of Students (CFS), which brings together and represents more than 600,000 students from across Canada, doing important work for student welfare.

The CFS has many on-going campaigns, like Education Is A Right, Challenge Racism, Fairness for International Students, and No Means No, all which mobilize students to “educate, agitate and organize”.

CFS also organizes a number of national and provincial conferences each year in which they teach young student leaders and student union staff about the issues around and barriers to post-secondary education. The federation creates a platform for student voices and inspires activism in the higher education arena. I have taken knowledge, new skills and resources back to our campuses, working with our staff and board to make things more accessible for students here at George Brown College (GBC).

Campaigns

A big part of my job is related to campaigns. I work closely with our campaigns co-ordinator to organize various campaigns at GBC, such as the Generation Vote and It's No Secret campaign helping to create awareness among students about the provincial, municipal and federal elections. This includes taking pledges from students, informing candidates about what issues are important to students and ensuring our voices are heard.

This year, with the help of the CFS, we managed to get 70,000 students to vote at advance polling stations across Canada. At George Brown, we gave away free t-shirts to those students who pledged to vote and those t-shirts had a great message that said, “student issues are election issues.” Students could also write what were their personal election issues. For some, that was student employment, others said housing, some said equality. This began some great discussions. It got national coverage and made it to the front page of the Huffington Post!

We also organized a “Vote Mob” on Oct. 7, when we took George Brown students to the advance polling station at Ryerson so that

they could vote. This year, we will be continuing with our “Snowstorm of Debt” campaign, which got great attention last year from students. “The Hikes Stop Here” will be our main campaign as Ontario students pay the highest tuition fees in Canada, which we totally oppose!

“Fairness for International Students” will be one of our main campaigns this year. This includes a campaign called OHIP for international students—this is basically about getting free health coverage for international students in Ontario since they pay three to four times more tuition than domestic students but still are uninsured under OHIP. We will also be lobbying the federal government with the help of the CFS to make changes in the immigration system to make it easier for international students to get their permanent residency.

Supporting student employment

I sit on various interview committees and help to hire part-time and full-time staff for our SA. So far I have sat on campaigns, Community Action Centre (CAC), SafeWalk, academic advocacy support staff committees and also contributed to the hiring of three full time staff; our new equity and advocacy manager and our new CAC assistant and clubs co-ordinator.

College council

Last year, I sat on college council committee meetings as a representative from Student Association and talked about the issues and problems that GBC students face every day. Working with the academic co-ordinators, the council strategizes on the resolution of those issues with college representatives.

Desi Night

I also organize South-Asian cultural pub night known as “Desi Night” twice a year. Every time we max out the capacity of the Kings Lounge, making Desi Night the most successful themed-pub night to date! Now, events are not a part of my portfolio, however I am very involved in my South Asian community and I love having the opportunity to share some of our culture – food, music, dancing and traditions with the rest of the students at GBC.

I am always ready to help and guide students and if you want any help or guidance from me, I can be reached anytime by e-mail and phone. Hope you have a wonderful year!

COMMUNICATIONS & INTERNAL

Gagan Deep
Director of communications & internal

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As your director of communications & internal for the Student Association of George Brown College (SA) in 2015-16 I have been working on increasing student engagement and creating more awareness about the SA among students. I have three main goals for this year while working in the SA.

- **Goal 1:** Improve SA governance and accountability
- **Goal 2:** Improve awareness of the SA and its services
- **Goal 3:** Enhance student engagement with the SA

With the assistance of our legal counsel and the executive director, I have been working on ensuring we are in compliance with the Not-For-Profit Corporations Act, as well as other legislation such as the Accessibility for Ontarians with Disabilities Act. I lead the review of the SA's by-laws with the board and facilitate motions to add, amend or remove these as needed. I contribute to the review of policies and work with the executive team and senior management to make sure these remain relevant.

I organize monthly board meetings for the SA throughout the year. It is my job to provide solid communications to board members, and members of the SA, before and after board meetings by distributing meeting agendas and minutes.

I work closely with the chair from the Canadian Federation of Students to make sure that the board meetings are conducted in an appropriate manner. I am the chair for the communications & internal committee and a member of the operations committee this term. I had a chance to sit on hiring committees this past summer which gave me a chance to learn and apply the recruitment and selection processes for hiring both part-time and full-time staff members. My communications role can include me contributing to our website or other social media platforms. Really, my primary duty is to build relationships with senior management and relevant staff at the college.

I am enthusiastic about increasing awareness and promotion of SA programs and services to GBC students. My marketing and promotion strategies include promoting programs and services through *The Dialog* newspaper, the SA's email newsletter, publishing board

and committee minutes, ensuring our website is updated and effective, contributing to social media platforms and giving speeches at various events, through interacting with student groups and giving class talks. I act as an ambassador for students at events such as frosh activities, Desi Nights, and pub nights.

The promotion of the 24-hour library at St. James through exam snack runs is always a great success. It's important to support students through their mid-terms and final exams each semester with some nutritious snacks and words of encouragement.

One of the greatest things I've achieved so far is building leadership skills through encouraging students to run for student elections! It was a learning experience for me in supporting my peers who were running in elections though the campaign and their passion for becoming leaders was inspiring.

Access to better and healthier food on-campus is always a concern for GBC students. With our director of operations, we have started to address this issue by creating a survey on Facebook to get new food options from our students, which are in the works.

I am one of the signing authorities at the SA and oversee many major budget lines in order to make sure that everything stays within our budget. I assist the executive director who oversees the bursaries and awards available to students from SA every year and will continue to promote them.

In order to create more networking opportunities for students, I have been working on building lasting, mutually beneficial professional relationships with employers in many different fields. These connections will give students a chance to meet and build networks with employers in Toronto next semester.

My future projects are for the SA to organize a job fair for students from different departments within GBC; campaign for better and cheaper food options at our college; push for an opening of a fitness centre at Waterfront campus; increase awareness about external scholarships; monitor SA governance; and improve SA branding. Of course, hosting and participating in some fun activities for students is important too!

REPORT NOT AVAILABLE

BOARD OF DIRECTORS

Sam Dorani <i>Casa Loma campus director</i>	casalomadir@sagbc.ca
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Geneve Gray <i>St. James campus director</i>	stjamesdir@sagbc.ca
Jamie Jamieson <i>Waterfront campus director</i>	waterfrontdir@sagbc.ca
Prabhnoor Anand <i>Arts and design representative</i>	artsdesignrep@sagbc.ca
Fahima Hussein <i>Business representative</i>	businessrep@sagbc.ca
Dimitrije (“Lav”) Vujcic <i>Community services representative</i>	communityservicesrep@sagbc.ca
Anthony Gallardo <i>Construction & Engineering representative</i>	engineeringrep@sagbc.ca
Rooh Cheema <i>Health sciences representative</i>	healthsciencesrep@sagbc.ca
Humaid Moin <i>Hospitality representative</i>	hospitalityrep@sagbc.ca
Carlos Arceo <i>Liberal arts & preparatory studies representative</i>	liberalartsrep@sagbc.ca
Coty Zachariah <i>First Nations, Métis and Inuit representative</i>	aboriginalrep@sagbc.ca
Carolyn Mooney <i>Accessibility representative</i>	accessibilityrep@sagbc.ca
Shuai (“Jerry”) Gou <i>International students representative</i>	internationalrep@sagbc.ca
Murray Rowe <i>LGBTQ representative</i>	lgbtqrep@sagbc.ca
Biko Beuttah <i>Woman & trans* people representative</i>	womentransrep@sagbc.ca



MANDATE

The Student Association functions as the central student government representing the interests of all George Brown College students. The Student Association focuses on representation, advocacy, delivery of services and the operation of businesses to support its overall mandate.

The Student Association's basic objectives shall be:

- a. To build a united student movement among the students of George Brown College regardless of gender, religion, ethnicity, language, ability, sexual orientation, age or socio-economic status.
- b. To provide a democratic forum to voice students' concerns and issues.



- c. To provide the opportunity for students to unite in various student groups to address concerns specific to particular constituencies of the Student Association.
- d. To facilitate co-operation among all students and student groups to work towards common goals on a co-operative basis.
- e. To voice the student perspective on issues at the College, municipally, provincially, and federally and to represent the students' interests at all levels.
- f. To promote awareness of pertinent college activities and policies.
- g. To strive towards a high-quality education by providing optimal support services accessible to all student

Overview

The internal co-ordinator supports the executive director and staff through systems and resources, to allow for the efficient and effective operation of the organization. In this position, I interact with a wide range of individuals, including college management and staff, Student Association full-time and part-time staff, the general student population, internal and external clients.

Vending and tabling opportunities

Besides providing administrative support, one of the many specific responsibilities under the internal co-ordinator position involves overseeing and processing all Student Association (SA) space booking requests for staff, board, student clubs, internal and external vendors. Internally, many staff, student groups and student clubs have booked a table and or room space for various promotions and fundraising projects. An application form and additional documents are all that is needed for review to ultimately gain approval for a space through the SA.

In regards to external clients, over 30 vendors have been approved in the 2014-15 year. We have built a strong relationship with at least five of those clients who come back month after month, year after year. Revenue under this umbrella came to over \$30,000

Human resources

As the internal co-ordinator, another responsibility is overseeing and managing our human resources. What this entails are the following; creating a recruitment/hiring timeline; planning and executing a job fair; posting job positions; collecting resumes; contacting candidates based on the decisions of coordinators, managers and directors; creating and processing new hire packages; co-ordinating, preparing and executing general SA staff training.

The majority of the hiring takes place from mid-March to July and then we train our staff for the school year over a few days in August. Throughout the school year, students often find their availability changing whether it is due to their school workload or their personal life. This creates more opportunities throughout the year for other students to apply and work for the SA.

In 2014-15, we posted approximately 26 part-time positions and hired close to 150 students.

The following is a list of part-time positions that we hired student for in 2014-15:

- Aboriginal student support staff
- Academic advocacy student support staff
- Advertising sales, *The Dialog*
- Art director/designer, *The Dialog*
- Assistant editor, *The Dialog*
- Bartender, front of house
- Campaigns student support staff
- Cook, back of house
- Deaf and hard of hearing students support staff
- Events squad
- Facilities support staff
- Finance assistant
- Food bank student support staff
- International student support staff
- LGBTQ student support staff
- Member services student support staff
- Photo and video editor, *The Dialog*
- Poll clerks
- SafeWalk captain
- SafeWalk walker
- Staff reporter, *The Dialog*
- Summer orientation & events assistant & events
- TTC sales support staff
- Women and trans student support staff

Working for the SA is a great way to be involved on campus, meet new people, make new friends, learn more about the resources available to you as a student and to grow as a person, learning new skills and abilities.

I enjoy some of these aspects too!

Overview

The finance department plays an integral part in maintaining the organization's funds, capitals and budgets by using effective and efficient fund accounting systems. This measure impartially demonstrates our commitment towards handling the Student Association (SA) funds with extensive care while providing quality service to the students, coinciding with our mission statement. The finance department employs one part-time student staff as a finance assistant.

Reporting procedures

The SA has sustained the Generally Accepted Accounting Standard (GAAS) for all financial reporting procedures and policies.

Audit 2014-15

Based on the auditors' feedback, the organization practiced its operations in conjunction with the requisite standards and the audited statements are a fair reflection of the SA's financial standing at year-end. A copy of the audited financials as at May 31, 2015 is enclosed.

Financial analysis: June 2015 to October 2015

After analyzing the financials, we conclude that the SA, unlike previous years, received a budget with a 4 per cent deficit. However, it is operating at the same pace as previous years. The board of directors' vision for this fiscal is to use up part of the surplus from 2013-14.

As at Oct. 29 2015, the SA was operating at a net income of \$656,116. The total income generated was a total of \$1,548,040

that is 46 per cent of the annual budgeted income.

This is due to the disbursement of student fees from George Brown College. Expenses on the other hand totalled of \$891,924 that is 25 per cent of the annual budgeted expenses. In the upcoming months, we expect an increase in the percentage due to reimbursements from orientation, events and other activities. The organization had spent 25 per cent of the budget, which includes the fall Week of Welcome and is left with 75 per cent for the remaining fiscal year to carry forward quality student services and programs.

Student Association Fee: 2015-16

The SA receives a small portion of the fees at the college, which is spent to offer various services to students.

- **SA Operating Fee – \$118.11/year:** This fee is used to operate many services and departments in the SA including events, clubs, food banks, Community Action Centre, campaigns, academic advocacy and *The Dialog*.
- **SA Building Fund Fee – \$61.35/year:** The SA helped to build the Casa Loma Student Centre in order to provide students with a place to eat and relax. A portion of this fee is also used to pay off the existing mortgage and maintain the facility.
- **SA contingency – \$3.81/year:** This amount goes into a fund that allows us to deal with unforeseen expenses and emergencies.
- **Canadian Federation of Students – \$ 16.06/year:** This fee goes towards membership in the CFS, which gives students perks such as free ISIC cards.
- **Health Insurance – \$212/year (domestic) or \$659.48/year (international):** The SA provides extended health care benefits to the students at reasonable rates.

PUBLICATIONS & MEDIA

Mick Sweetman
Publications & communications co-ordinator

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The publications and media department of the Student Association of George Brown College (SA) is responsible for the operation of *The Dialog* student newspaper, *The Source* student agenda, content on the SA website, and the SA's social media channels.

The Dialog

The Dialog student newspaper continued to expand and improve in quality in 2014-2015.

With a great staff of a dozen student journalists we were able to tell important stories about the successes and challenges of students at George Brown College. As a student newspaper at a school without a journalism diploma program, a large part of our work is training students from a wide variety of academic backgrounds in journalistic standards and ethics. We run training workshops and volunteer orientations and send our staff to external professional development opportunities such as conferences and workshops by the Canadian University Press.

HIGHLIGHTS OF OUR COVERAGE LAST YEAR WERE

- Keeping students informed during the snowstorm in February 2015, that saw dozens of classes cancelled.
- Breaking news of the agreement between the support staff union and the 24 colleges in Ontario that averted a strike as classes started in September.
- The heartbreaking story of Jamal Roache, a GBC student who was murdered in September 2014, and his surviving mother who had tragically already lost two other children to gun violence.
- Co-sponsoring a lively mayoral debate with the college and the Globe and Mail at Waterfront campus during the city election.

A number of the stories that our reporters wrote were picked up by the national news service of Canadian University Press and republished in campus papers across the country.

The Dialog also grew our readership both in print and online and published some very popular themed issues such as the Love & Sex issue in February, and the parody issue *The Monologue* in early April.

Our print readership increased a sharp 33 per cent in 2014-2015 and our online readership jumped by 13 per cent.

This builds on the successes we had the previous year, as our print readership has grown by an astounding 727 per cent in the past

three years, truly making *The Dialog* the voice of George Brown students.

We also began publishing a weekly email edition that is now delivered to over 1,000 readers inboxes. To sign up visit our website at dialog.studentassociation.ca

Financially, *The Dialog* is doing better than ever with a huge 290 per cent increase in revenue from advertising in 2014-2015. This year we are on track to double ad revenue again with already over \$12,000 in advertising being sold since August 2015. The discounts that *The Dialog* gives to the Student Association (SA) amounted to an additional \$3,000 in savings for the SA.

If you are interested in volunteering at *The Dialog* please email us at dialog@georgbrown.ca and we will be sure to invite you to our next volunteer orientation.

The Source

The Source student handbook was again very popular with students, featuring information about SA programs and services. This year we also collaborated with the college to provide information and resources to students about the SA and college's new sexual violence policies. "We Believe You" was our central message and it included a definition of sexual violence, things students can do about it, and support services at George Brown College.

Digital media

This year we redesigned our website at studentassociation.ca making it more visually appealing and functional. An events calendar, expanded clubs page, and contact forms were added to bring the website up to industry standards.

An emphasis on a mobile-friendly design was important as 30 per cent of visitors access our website through mobile. It's clear students like our redesigned website as there has been 26 per cent more pageviews compared to last year.

The SA has had great success with our email newsletter, which is sent both to our own email list as well as through the college's lists. To subscribe go to our website at studentassociation.ca and sign up using the form at the bottom of the page.

The SA's social media platforms continue to engage students with what is happening at the SA. Be sure to follow us on Instagram (@sagbc), [Facebook.com/runyourfuture](https://www.facebook.com/runyourfuture) and Twitter (@sagbc).

DESIGN

Yaw Okyere
Graphic designer

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Hi, my name is Yaw Okyere-Boateng, graphic designer for the Student Association of George Brown College (SA). My services to the organization are done internally, collaborating with board members, full-time and part-time staff, using a wide range of media such as print (banners, posters, flyers, and pamphlets), and digital media (web art, photography & videography). My mission is to maintain the aesthetics of SA in a corporate sense and create visual imagery of our services and programs for students and our stakeholders.

As the graphic designer, I have branded the SA via corporate stationary items such as business cards, and letterhead as well as designing logos for our various departments within the organization.

My services to the students of George Brown are done through our staff & board. With their requests, I am responsible for most of our print materials in our space and boards within the college. I deal with our multimedia materials via television screens in our space and web. I submit web art to be uploaded onto our website (www.studentassociation.ca) promoting our services, events, and/or campaigns happening within the college. I also co-manage our social media accounts such as Instagram/Twitter (@sagbc) YouTube (eventssquad) and Facebook pages (Facebook.com/RunYourFuture & Facebook.com/EventsSquad) Snapchat (sa.gbc). Another item in my arsenal is our clothing, such as RUN GBC, frosh swag-shirts, events squad tees, the purple election campaign tees, and many others.

One of the projects I work on is *The Source*. *The Source* is the go-to handbook for all students of GBC, filled with important information

of SA, and features a collection of local business advertisements catered for students. Each year, I gather the executive team & full-time staff members and do a photo-shoot. I collaborated with Canadian Federation of Students (CFS) on the inside design of the booklet and with GBC students on the front cover, which they design in an open competition. All full-time students are encouraged to participate with the contest, as their art piece will be showcased throughout the entire booklet on 16,000 copies which are available at all SA offices. Details regarding the contest are posted in beginning of the winter semester each year throughout the college, as well as our website & social media pages.

One project I am really proud of this year was the revamping of Kings Lounge menus & print materials. This year I decided to go with a cleaner and brighter approach.

Last year, one of my main initiatives was to keep our students informed about our services and programs using pamphlets. This year, my goal is to start a decal project along with the facilities coordinator at our three campuses (St. James, Casa Loma, Waterfront). What is a decal you may ask? A decal is like a sticker, which is used on surfaces such as glass, floors, and/or metal. My goal is to use the decals as signage, direction & information.

Other major projects I am responsible for are orientation/frosh week materials, and the annual report you are currently reading right now. Let me know if you like it.

Students are more than welcome to stop by my office or call me (Casa Loma campus, Room E100) to share ideas that may help the organization and its members.

INFORMATION TECHNOLOGY

Danny Sadovsky
IT consultant

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Information Technology (IT) at the Student Association of George Brown College is striving to provide fast and efficient service for students and staff. Our IT division is dedicated to continuously support and improve services for students and staff members. In the past several years Student Association has signifi-

cantly grown and expanded. This expansion required continuous maintenance and improvements in the IT area. During last year several projects were implemented to improve staff productivity, efficiency and IT infrastructure.





The operations team consists of just under 100 people, including full-time and part-time staff. We hire around 80 students, giving them the opportunity to gain practical work experience and have a flexible schedule that can co-exist with their studies.

Together, we are a diverse group with a wide range of competencies. Some of the full-time employees were themselves once students here at George Brown College (GBC) and have worked with us for 10 years or more. This kind of loyalty and longevity demonstrates the commitment to students and what we do here at the Student Association (SA). We are all dedicated to enhancing the experience of students at GBC through our particular contributions. As the operations manager, I work at the Casa Loma, Waterfront and St. James campuses, with some visits to our satellite location at Ryerson.

Although fulfilling two distinct, demanding roles at the moment is challenging, I am also the interim executive director, I am proud to act as the operations manager, supporting my wonderful co-ordinators: Jason Beeston, Neil Cumberbatch, Stacey Lunn, Yukiko Ito and Rob McMechan, working alongside them and their respective teams.

Led by the five aforementioned co-ordinators, I oversee these areas:

- Facilities
- Events
- The King's Lounge
- Member services
- Collaborative programs

The co-ordinators' reports that follow provide further insight regarding the teams, the scope of work involved in each area, the programs and services we offer and the day-to-day functioning of the department. I guide the team through budget management and reconciliation. Together, we look at always improving efficiency through doing our due diligence—good planning, negotiating costs, learning from our errors, working with reliable external parties, timely implementation of projects, demonstrating accountability through accurate tracking and reporting.

We work closely with the SA's board of directors, but in particular, the operations team works with two of the executives: the director

of campus life and the director of operations. I sit on committees with Rachel Grace and Thomas Hadwen, respectively, acting as a resource and mentor to the board's committees that are determining campus life and addressing finance and operations.

I love the opportunities I have for hanging out with our part-time staff and other students, hearing about the challenges and positive outcomes for those pursuing their education at our school. This keeps me grounded, focused on our mission and inspires me to do my job passionately.

I know that, for some, the SA team is a second family and the SA spaces are their home away from home. To that end, I am responsible for dealing with the enhancement or renovation of spaces, like at Casa Loma. It is exciting to hear the positive feedback on all the changes that were made this past year—more work stations in the SA offices, increased flexibility in the configuration of the common space, a large inviting game room, areas for charging devices, big screens for SA promotions and entertainment, more lighting in common areas, and more. It was exciting to witness the grand opening of the Casa Loma Student Centre this fall.

However, our work is not entirely done. We are working to introduce two to three new food services tenants in the Casa Loma Student Centre as well as refresh some of the existing arrangements with tenants at our other campuses.

We strive to provide students with a clean, safe, inclusive environment where they can study or relax with their peers. Students may access information, buy Metropasses, request walk accompaniment on and off campus from SafeWalk, obtain ISIC cards, buy tickets to events and acquire the SA's health and dental insurance.

We offer a varied, fun events schedule with recreational and learning opportunities. Some of these fun nights occur at our very own bar and restaurant – the Kings Lounge Bar and Eatery at St. James campus. The operations team is responsible for much of the promotion we do, ensuring greater awareness of our brand. We are available to answer students' questions, not only for those who approach the front desk, but through the course of our work.

Don't hesitate to find me and introduce yourself – I'd love to meet you!

The Student Association (SA) facilities team, consisting of two full-time and two permanent part-time members, are responsible for maintaining, cleaning and insuring the functionality of all SA spaces. This may include wiping down furniture, mopping and sweeping floors, monitoring the student lounge, cleaning washrooms and receiving deliveries. Not only is the staff responsible for the upkeep of our spaces, but also being a support to the staff and services of the SA. Facilities staff is responsible for minor repairs, installations, assisting with food bank deliveries, becoming movers when we need to transform, renovate or re-locate an office space, set-up for events, functions and other rental bookings that the SA accommodates in our meeting spaces at Casa Loma and St. James campuses.

As facilities co-ordinator, I am responsible for the day-to-day operation of the SA spaces. Based out of Casa Loma campus, I have to be aware of what is happening at the other campuses. Doing a campus walk-through at each location keeps me on top of facilities issues that need addressing and the ability to check-in with the facilities staff working at the campus. The role also encompasses many tasks that involve collaborating with other SA staff, George Brown College facilities and security staff, and with outside contractors. As facilities co-ordinator I at times wear many hats to assist the various activities that happen within the organization, which includes:

Technical support: Dealing with equipment in the King Lounge, the food bank, audiovisual and office IT that need repair or special knowledge.

Driver/mover: From Week of Welcome events to moving furniture and supplies for office moves and renovations projects.

Security and access control: Oversees the key management and access cards that staff receive and working with security to ensure that our space are safe and secure.

Extra hands: At times I may be called to assist in some form to support your staff or the organization which can be setting up the BBQ or helping out with an event.

Casa Loma campus has under gone a renovation that has completely transformed the space. Over the summer months, the

majority of the Student Centre was demolished which included the removal of the E130 offices and the center dividable meeting space known as the "Crush Lounge."

Facilities played a big role during the beginning of the project to move everything out and to relocate staff with their computers and phones to St. James. We were able to donate most of the furniture to those in need, which helped with the limited storage space that we had to work with.

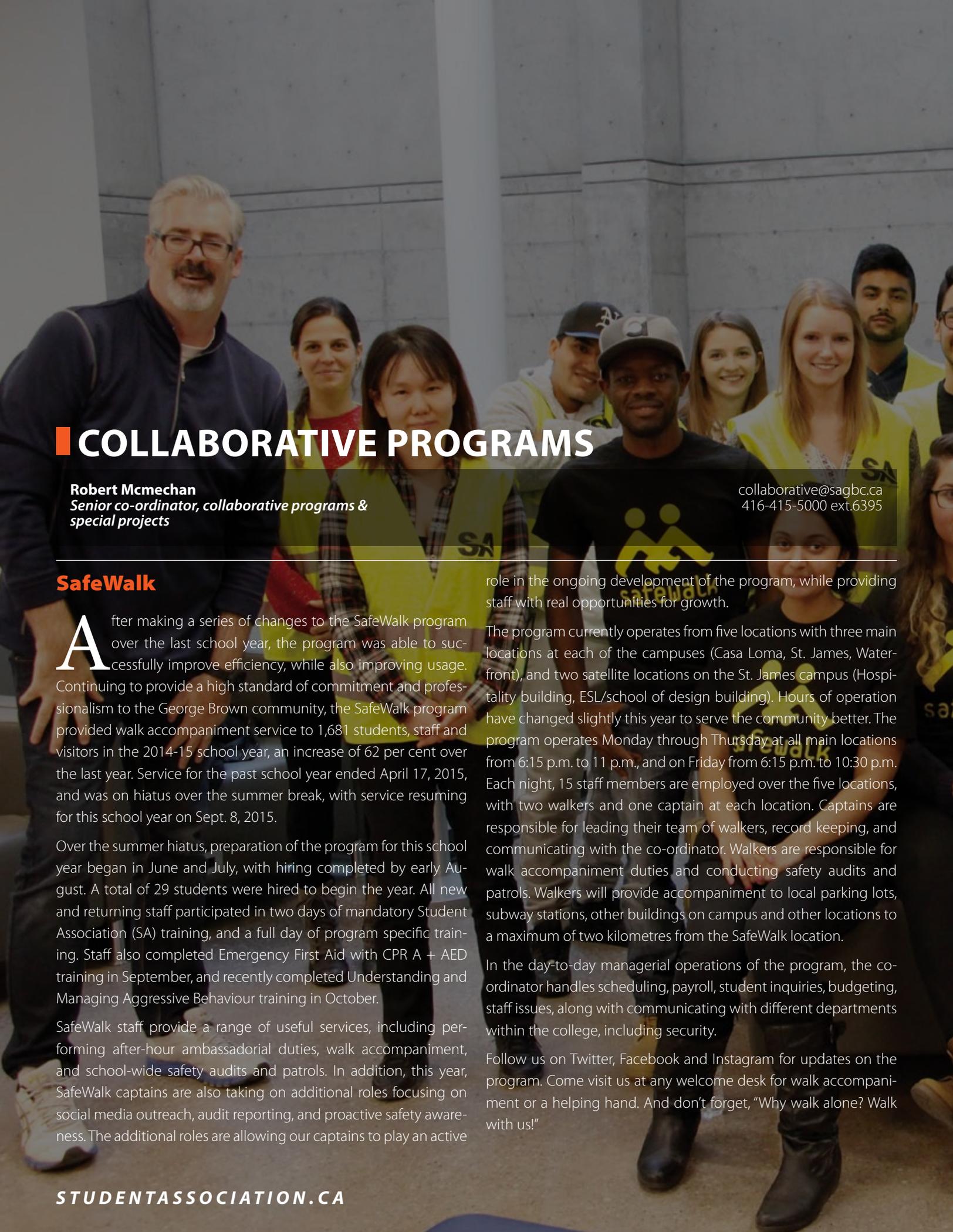
As the facilities co-ordinator, my role during the renovation was to liaise with the project team and the contractors. There were times, to ensure occupational health and safety, we stayed late to clean so the dust from the workers did not become a health issue and our patrons could still enter and enjoy our food vendors.

With all the hard work that was done in three months, a bigger and brighter café and lounge space was created for students to enjoy that also allows for additional food vendors in the near future and in the middle, a gaming and social lounge the can be used for meetings and events.

The main office in E100 was renovated to provide a more open concept work area for staff, which promotes a more collaborative work environment. The technology and security in the space have also been upgraded to improve better services. We are looking forward into the refreshing of the main boardroom and the washrooms as they were not a part of the initial renovation.

At the St. James campus, we continue to work on improving the SA spaces. With growing staff and the limited space, the challenge is always finding an area where staff can have a workstation. We are always finding solutions to accommodate for all staffing requirements. One of the major issues at St. James was surrounding the food bank storage space that had been under repair by the college that took over a year to resolve. Thankfully the repairs have been completed and the storage space is available for us to use again.

We look forward to many more projects, not forgetting Waterfront or Ryerson campuses, which will ensure that when our students enter our space, they will feel safe and comfortable, and that we can make their college experience with the SA a pleasurable one.



COLLABORATIVE PROGRAMS

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SafeWalk

After making a series of changes to the SafeWalk program over the last school year, the program was able to successfully improve efficiency, while also improving usage. Continuing to provide a high standard of commitment and professionalism to the George Brown community, the SafeWalk program provided walk accompaniment service to 1,681 students, staff and visitors in the 2014-15 school year, an increase of 62 per cent over the last year. Service for the past school year ended April 17, 2015, and was on hiatus over the summer break, with service resuming for this school year on Sept. 8, 2015.

Over the summer hiatus, preparation of the program for this school year began in June and July, with hiring completed by early August. A total of 29 students were hired to begin the year. All new and returning staff participated in two days of mandatory Student Association (SA) training, and a full day of program specific training. Staff also completed Emergency First Aid with CPR A + AED training in September, and recently completed Understanding and Managing Aggressive Behaviour training in October.

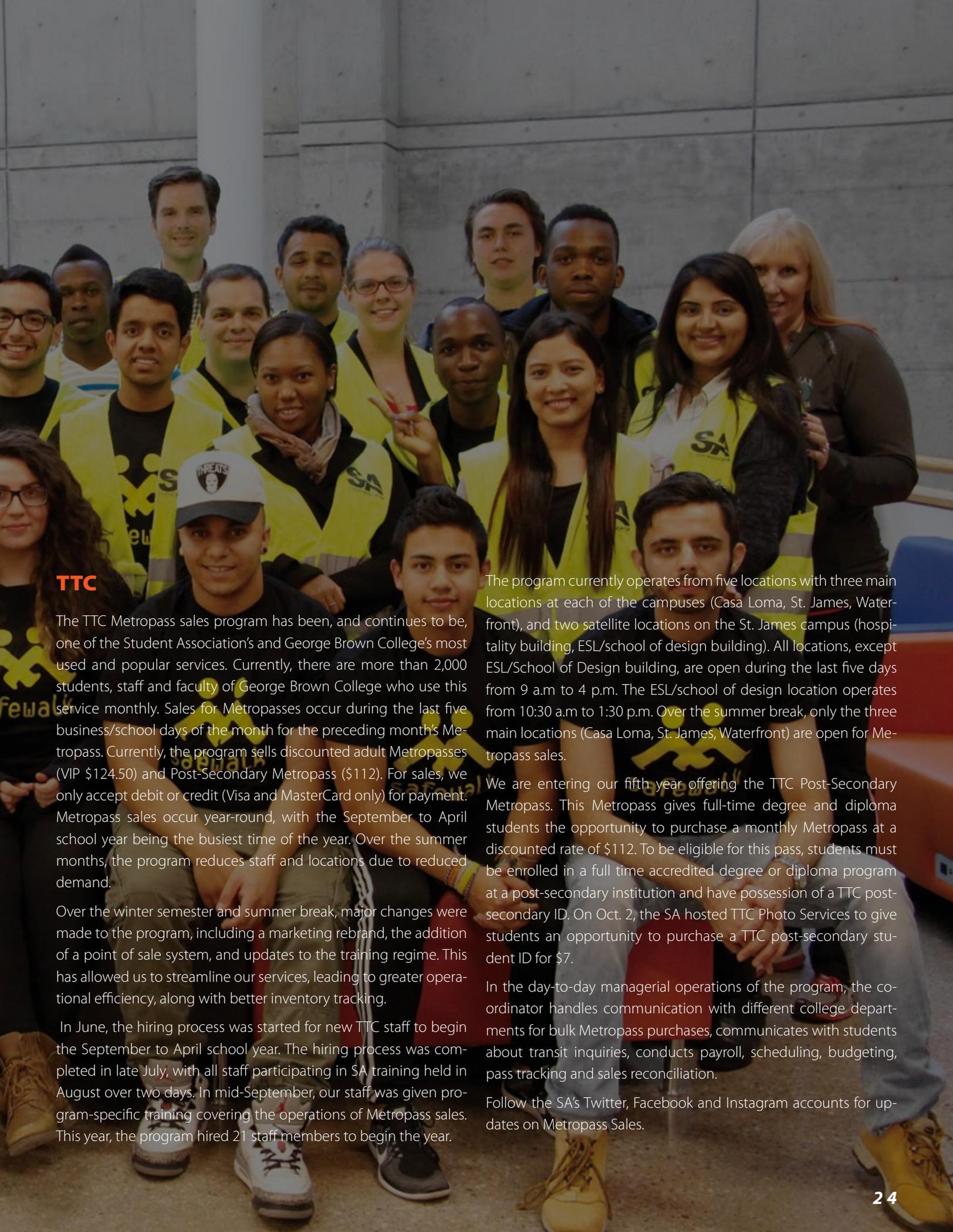
SafeWalk staff provide a range of useful services, including performing after-hour ambassadorial duties, walk accompaniment, and school-wide safety audits and patrols. In addition, this year, SafeWalk captains are also taking on additional roles focusing on social media outreach, audit reporting, and proactive safety awareness. The additional roles are allowing our captains to play an active

role in the ongoing development of the program, while providing staff with real opportunities for growth.

The program currently operates from five locations with three main locations at each of the campuses (Casa Loma, St. James, Waterfront), and two satellite locations on the St. James campus (Hospitality building, ESL/school of design building). Hours of operation have changed slightly this year to serve the community better. The program operates Monday through Thursday at all main locations from 6:15 p.m. to 11 p.m., and on Friday from 6:15 p.m. to 10:30 p.m. Each night, 15 staff members are employed over the five locations, with two walkers and one captain at each location. Captains are responsible for leading their team of walkers, record keeping, and communicating with the co-ordinator. Walkers are responsible for walk accompaniment duties and conducting safety audits and patrols. Walkers will provide accompaniment to local parking lots, subway stations, other buildings on campus and other locations to a maximum of two kilometres from the SafeWalk location.

In the day-to-day managerial operations of the program, the co-ordinator handles scheduling, payroll, student inquiries, budgeting, staff issues, along with communicating with different departments within the college, including security.

Follow us on Twitter, Facebook and Instagram for updates on the program. Come visit us at any welcome desk for walk accompaniment or a helping hand. And don't forget, "Why walk alone? Walk with us!"



TTC

The TTC Metropass sales program has been, and continues to be, one of the Student Association's and George Brown College's most used and popular services. Currently, there are more than 2,000 students, staff and faculty of George Brown College who use this service monthly. Sales for Metropasses occur during the last five business/school days of the month for the preceding month's Metropass. Currently, the program sells discounted adult Metropasses (VIP \$124.50) and Post-Secondary Metropass (\$112). For sales, we only accept debit or credit (Visa and MasterCard only) for payment. Metropass sales occur year-round, with the September to April school year being the busiest time of the year. Over the summer months, the program reduces staff and locations due to reduced demand.

Over the winter semester and summer break, major changes were made to the program, including a marketing rebrand, the addition of a point of sale system, and updates to the training regime. This has allowed us to streamline our services, leading to greater operational efficiency, along with better inventory tracking.

In June, the hiring process was started for new TTC staff to begin the September to April school year. The hiring process was completed in late July, with all staff participating in SA training held in August over two days. In mid-September, our staff was given program-specific training covering the operations of Metropass sales. This year, the program hired 21 staff members to begin the year.

The program currently operates from five locations with three main locations at each of the campuses (Casa Loma, St. James, Waterfront), and two satellite locations on the St. James campus (hospitality building, ESL/school of design building). All locations, except ESL/School of Design building, are open during the last five days from 9 a.m to 4 p.m. The ESL/school of design location operates from 10:30 a.m to 1:30 p.m. Over the summer break, only the three main locations (Casa Loma, St. James, Waterfront) are open for Metropass sales.

We are entering our fifth year offering the TTC Post-Secondary Metropass. This Metropass gives full-time degree and diploma students the opportunity to purchase a monthly Metropass at a discounted rate of \$112. To be eligible for this pass, students must be enrolled in a full time accredited degree or diploma program at a post-secondary institution and have possession of a TTC post-secondary ID. On Oct. 2, the SA hosted TTC Photo Services to give students an opportunity to purchase a TTC post-secondary student ID for \$7.

In the day-to-day managerial operations of the program, the coordinator handles communication with different college departments for bulk Metropass purchases, communicates with students about transit inquiries, conducts payroll, scheduling, budgeting, pass tracking and sales reconciliation.

Follow the SA's Twitter, Facebook and Instagram accounts for updates on Metropass Sales.

MEMBER SERVICES

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Senior co-ordinator, member services

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Department description

The member services department mainly provides front office service to students. We answer all kinds of questions, listen to students' concerns, make referrals, give directions, sell tickets to events and manage our GBC retail store. We also administer the student health and dental benefits program to ensure students get the benefits they need. Our team is made up of five full-time staff (one senior co-ordinator and four support staff) and six part-time staff, five of whom are students.

Student health benefits program: 2015-16

We provide extended health and dental benefits to full-time domestic students in post-secondary and ESL, as well as the medical and hospital plan and the extended health and dental plans to international students in post-secondary and the TESL program. The medical and hospital plan is offered to ESL international students.

Since 2013-14, the medical and hospital plan has been provided by Allianz Global Assistance (AGA), and the extended health and dental plan by Green Shield. The benefits for both the medical and hospital plan and the extended health and dental plans have stayed the same as last year.

This year we discontinued using Morneau Shepell as our insurance broker as it was more cost-efficient to do the administrative work in-house.

Our health and dental benefits program is popular, so we get a lot of inquiries about it. Typical questions are about what the benefits

plans cover, opt-outing from it or adding coverage for dependents. We also arrange to make insurance cards available early for students who need urgent medical attention and can't afford it otherwise.

Review of student health benefits program: 2014-15

In the 2014-15 school year, more than 17,000 domestic students and 3,800 post-secondary international students were under our plans. There was an increase in the number of domestic and international students using our plans compared to 2013-14. For the eight-week ESL plan the average number of students was 380 in 2014-15. The number of ESL international students has increased from 2013-14 as well.

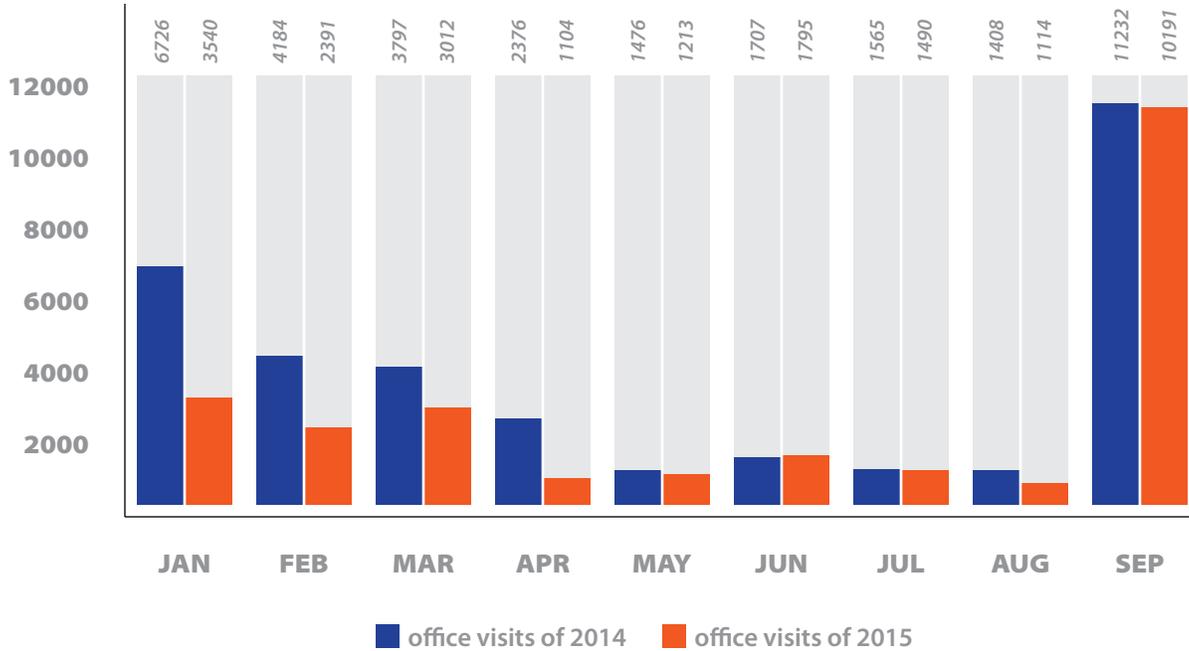
According to a report from Green Shield, students' claims under dental services were higher than the claims under health services in 2014-15. This is the same pattern we experienced in 2013-14.

International students are aware of their hospital and medical plan and are utilizing it. More detailed information regarding the usage in 2014-15 will be released within a couple of months. The insurance carrier, AGA has been increasing their services for our members by expanding the number of clinics in their network, including multi-language clinics and arranging direct billing to the lab, which makes access to medical services easier.

Office visits:

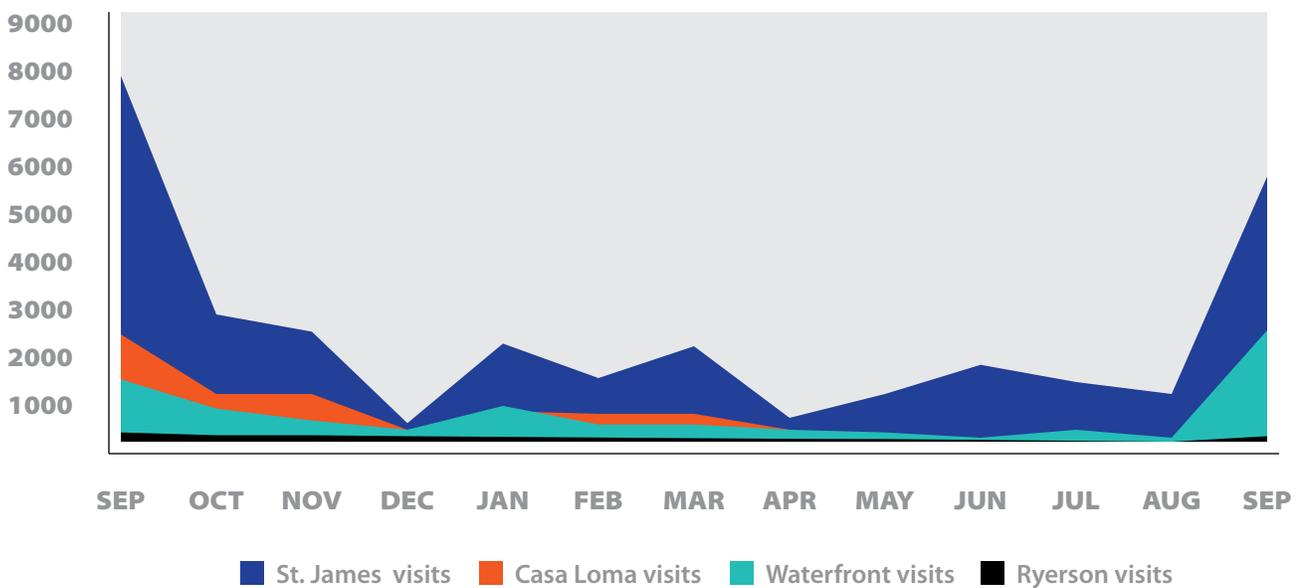
Please see the line graph for the number of office visits at all campuses from January to September in 2014 and 2015. The number of office visits decreased in 2015 compared to 2014.

VISITS COMPARISON 2014-2015



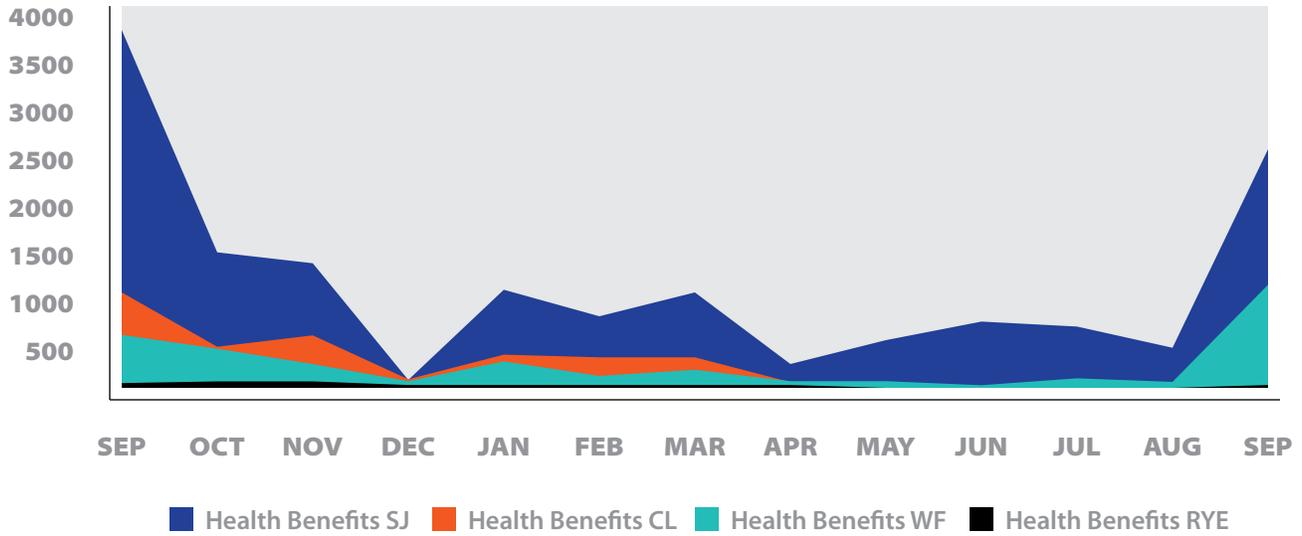
We have seen the highest number of visits at St. James campus followed by Casa Loma, Waterfront and Ryerson. Our office in Casa Loma campus was closed from May to August 2015 due to renovations.

OFFICE VISITS AT EACH CAMPUS SEPT. 2014-SEPT. 2015



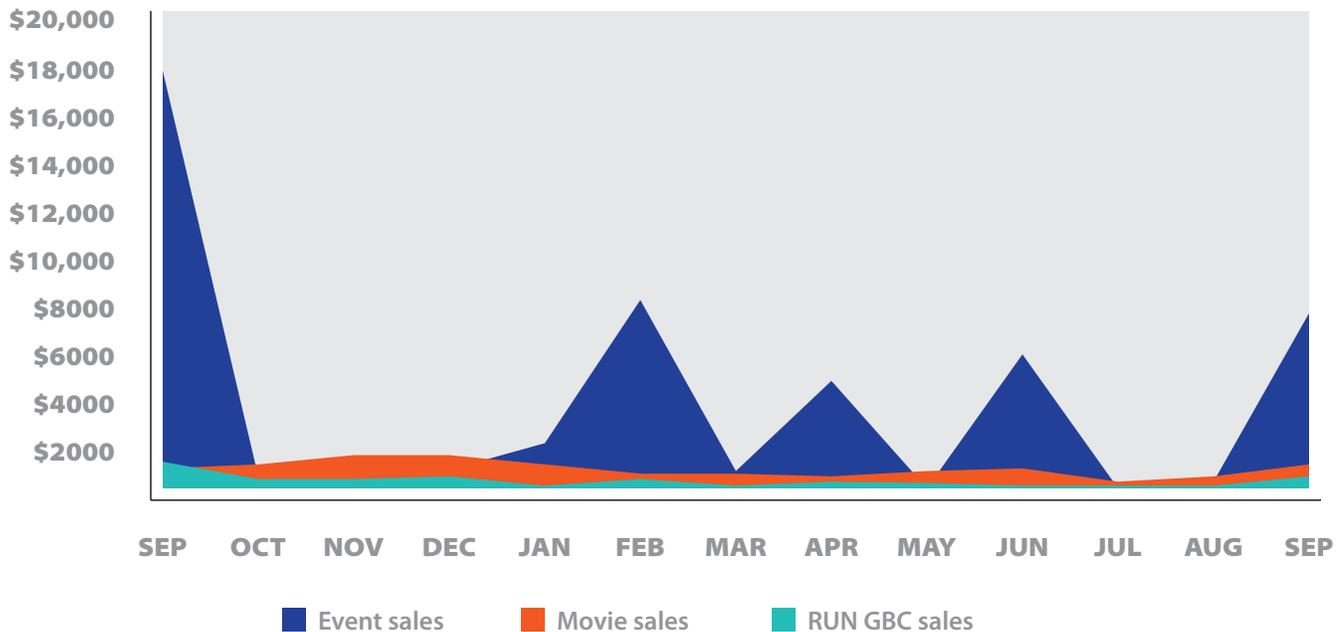
Here is the comparison for health benefits inquiries at each campus from September 2014 to September 2015, by campus.

HEALTH BENEFITS INQUIRY AT EACH CAMPUS SEPT. 2014–SEPT. 2015



Here is the revenue for event tickets and RUN GBC clothing sales at all campuses from September 2014 to September 2015. This is one of the main reasons students visit our office. Event ticket sales jump when we have a big event.

SALES COMPARISON SEPT. 2014–SEPT. 2015





The Kings Lounge Bar and Eatery is proud to be a not-for-profit restaurant geared towards providing students with quality food at an affordable price. We choose high-quality food products and serve our delicious dishes in reusable or biodegradable containers.

We have both non-alcoholic beverages as well as a full bar of popular spirits and beer. For the customer who prefers something a little sweeter we have 10 signature cocktails to choose from. For those students who are in a rush or feeling like something a little fruity we offer various smoothies with your choice of fruit or protein.

The eatery is staffed by George Brown College students, and it offers a welcoming place to meet friends for a bite to eat or a refreshing beverage in-between classes. Our hours of operation are 10 a.m. to 5 p.m. Monday to Wednesday; 10 a.m. to 7 p.m. on Thursdays and 10 a.m. to 2 p.m. on Fridays. The Kings Lounge Bar & Eatery has been open for two years and I have been here from the beginning. It has been an ongoing challenge and adventure and a great opportunity to connect with students...keeping up to date on the student reality at the St. James campus and filling students' bellies with delicious food.

Last year, I worked with the operations manager on a strategic plan to create a menu that was affordable and enjoyable for students. Offering five menu items under \$5 and keeping the cost of the other menu items slightly over \$5. Unfortunately, there was not a strong desire for the items on the "5 under \$5" menu. The items were; tortilla chips with salsa, basket of fries, spring rolls, pita chips with hummus, and potato and cheddar perogies. The fries and the perogies were the only items to really sell well, so we've kept them on our current menu and removed the other items. Now, we also offer sweet potato fries and onion rings and both of those newer items are doing well.

This year our sales have increased by 64 per cent. In 2014, during the month of January our sales total was \$7,928; in January 2015, we grossed \$15,805. With the introduction of our daily specials

(various pasta and rice-based options), we have been doing record sales!

Offering our daily specials and determining what's popular has provided us with good information about what types of food the students crave. So far, they have been leaning towards the pasta specials, such as Beef Bolognese with Rigatoni and the Mac'n'Cheese.

Do you have a favorite dish you wish we would make? Come tell us! We are always developing new ideas for these specials and would welcome your suggestions. The daily special is a relatively new project introduced in the fall, we have been receiving a lot of positive feedback and think we will continue with it throughout the school year. People especially love the price. Again, only \$5!

The Kings Lounge encourages the staff to participate in ongoing training options such as cross training between front and back of house. We offer those who have knowledge of one area of the restaurant to learn another and register the interested party in the certification required for this position such as Smart Server and Food Handlers Certifications. Currently we have seven front-of-house staff and two back-of-house staff, inclusive of the new team lead cook. Many of the students we have hired this year have very heavy course loads and are only able to work one or two days a week. This has proven to be a challenge when it comes to their training, but they have been working hard to master their skills and gain knowledge of the food and beverage industry.

We've recently enrolled staff in a training seminar given by the Alcohol and Gaming Commission of Ontario—so they can learn about any new liquor laws in place or how older liquor laws have been modified. This has given the staff a firm knowledge of the liquor laws of Ontario beyond what they may have learned in their smart serve certification program. The part-time staff also experience on-shift training each week they are here. They are encouraged to ask questions regarding the industry, our business procedures and best practices.

Some of the projects currently going on are the finalizing of the catering menu and ongoing staff training. Unfortunately, we had some challenges finding a team lead cook and that led to the delay of the completion of the catering menu. I am grateful that BJ is now onboard. He has branched out and offered a diversity of cuisine. We anticipate that we can finalize the menu by the end of the year.

Once this is done, we will be ready to promote and bring in outside revenue. The plan will be to offer and promote breakfast/working lunch catering to the local office buildings and catering for light meals in the area. The promotion for this will begin once the menu has been created and promotional materials have been designed and prepared. This project is looking to take off in February 2016.

Bringing the restaurant to a point of financial sustainability is important to me. Although we operate the Kings Lounge as a social enterprise, geared towards offering students a paid practicum training experience in hospitality, and offering inexpensive quality food, I am determined to ensure that we become as efficient and effective in operations and expenditures as possible.

Overall, the restaurant is achieving a steady growth of business and our goal to break even is in sight. Given the changes we have made to menu, and the evolution of the new catering menu, we have created many options to increase revenue. We expect to soon see even more sales and, most importantly, the opportunity to satiate the students and the public with our delicious food and keep them coming back for more!



Event Year: December 2014–October 2015

Leading the Student Association of George Brown College (SA) events team this past year has been another action packed, fun filled adventure. In our efforts to provide students with great opportunities to make new friends, have fun, learn about new cultures and try new things, we have focused on one main priority to increase student engagement!

The four strategies that we have used in order to achieve that goal are:

1. Diversity
2. Innovation
3. Collaboration
4. Volume

DIVERSITY

With a diverse student population at George Brown College (GBC), we make sure that our events squad is comprised of part-time students that reflect the college demographics. Having a diverse staff group enables us to promote to the various cultures that exist here. This year we hired 22 students that are all full-time students studying in a variety of programs.

Desi Night, Fuego Latino, MAWD, Traffic Light, I Love Electric Music & Massive were all popular parties that catered to people with a wide range of music genre preferences. The events attracted different cultural populations, such as South Asian, Latin and Caribbean, as well as the subcultures in particular music communities.

Other events, like the Kings Lounge Comedy Night, the Mentalist show with global touring Wayne Hoffman, GBC's Got Talent, Skate Night, Paintball, Skyzone & Canada's Wonderland Halloween Haunt appeal to students with different interests and allow for attendees to step out of their comfort zone and try new things.

INNOVATION

Here are a few highlighted examples of new programming:

- **Oasis Week:** We wanted to hold an event on campus that addressed health & wellness. Students are required to balance so many things; health, relationships, family, em-

ployment and school work which often take a toll on their mental and physical well-being. This can be overwhelming! We wanted to give students a treat and help them de-stress.

Free back and hand massages were made available. We distributed a flyer which offered 10 tips to students trying to overcome stress. David's Tea sponsored the event, providing us with free, delicious flavored tea to enjoy.

- **Blue Jays game:** Typically, we have not included a Blue Jays game on our roster of events. With the Jays being in a race down the finish to win the American League division title, this newly added item couldn't have come at a better time. At only \$15 per ticket, all 200 Jays tickets sold out fast! It was great to see such enthusiasm for our home team!
 - **Shisha events:** In Middle-Eastern communities, smoking shisha, also referred to as hookah, has been embedded in the culture for centuries. Shisha has grown in popularity within North America, especially with young people. With that being said we wanted to take advantage of this event opportunity. We also wanted to hold some outdoor events on campus in September to take advantage of the good weather.
- In total, we decided to hold three Shisha events. We executed two day-time events and one evening event. The St. James event took place on the second-floor patio and Casa Loma's event took place on the patio of La Dolce Vita restaurant, on Sept. 8 and Sept. 17 respectively. Our evening event on Sept. 24 on the second-floor patio at St. James campus titled "Hookahs & Cabanas" was the most popular. For this event the patio was setup with cabana-inspired lounging areas surrounded with white drapes to set the ambiance. A DJ was also hired to play a wide range of music. Overall the students that attended the events really seemed to enjoy it...with many students asking when the next one will be held.

COLLABORATION

- **Dean's Welcome:** Dean's Welcome is an event run by the student life department of GBC. The purpose of this event is to orientate incoming students to their respective campus as well as educate them on the various services available to them. The SA's involvement with this week-long event is accomplished in a variety of ways. Our Student Centre at Casa Loma campus & Kings Lounge at St. James campus is used for the Meet & Greet sessions during the week-long event.

Seven thousand frosh kits are distributed during the September sessions and 1,000 during the January sessions. The frosh kits include branded SA items, company sponsored inserts, and *The Source* student handbook.

For the January, 2015 Dean's Welcome we also incorporated entertainment to end each program session. A magician and variety show entertainer was booked to perform during the five sessions at two campuses. These performances allowed us to showcase the type of events that take place during the school year to the incoming students. This enabled us to grow our audience for the rest of the events that semester.

- **Desi Night & Fuego Latino (Themed Pub Nights):** Both of these parties were done in collaboration with the international centre & student clubs. As a result, we were able to outreach to more students and our overall attendance for both pub nights were increased.
- **Cross department collaboration for events – Traffic Light Party:** A "Traffic Light Party" was held this semester in October. The theme was lightly based on relationship statuses. Green: single and ready to mingle, Yellow: ask me, Red: taken.

This event was also in collaboration with the SA's campaigns department. At the event, the campaigns team had a table promoting the "No Means No" campaign, educating attendees on safe, healthy sexual practices when asked. Highlighting No Means No is important due to the increase of sexual violence that has been affecting colleges and universities across Canada.

All proceeds made from the door from this event were donated to the United Way. In total we were able to raise \$1,174, double what we raised last year!

- **Parade & Concert:** For the 2015-16 Week of Welcome the SA collaborated with the Ryerson Student Union (RSU) to throw a large scale Parade & Concert. On Sept. 11 RSU and the SA student met on Ryerson campus to meet with the floats and marching groups. From there, we marched out on to Church Street and followed a parade route that took them through the core of downtown Toronto. On the float, the SA board members were able to interact with the students in attendance and represent our school. The concert took place on at Ryerson campus at the corner of Gould St & Victoria St. This show featured performances by P Reign, Zeds Dead, Future and surprise guest Drake. Having Drake surprise the students and perform a short set created a lot of excitement and earned media coverage. The SA sent 1,800 GBC students and guests to the concert.

VOLUME

Increasing the amount of events held at the major campus and satellite campuses simply increased our level of engagement. Programming at these four locations ensured more accessibility to events and created a more dynamic, interactive student environment at each campus.

A RECAP OF WHAT'S HAPPENED THIS PAST YEAR

Event listing (December 2014 – October 2015)

October 2014:

- St. James: Get Your Money Right – Peter Bielagus
- Casa Loma: Get Your Money Right – Peter Bielagus
- St. James: Hypnotist Show – Spidey the Hypnotist
- St. James: MAWD – Reggae & Soca party
- St. James: Halloween Party

November 2014:

- St. James: Desi Night – South Asian party
- Beach Blast: Beach Blast – Indoor beach volleyball outing
- St. James: GBC Got Talent – student talent show
- St. James: Latin Fiesta – Latin themed party

December 2014:

- The Government Complex - MASSIVE

January 2015:

- St. James: Chris Ruggiero – One Man Variety Show
- Casa Loma: Norman NG – Magic Show
- St. James: Wayne Hoffman – Mentalist Show
- Harbourfront Centre: DJ Skate Night
- Casa Loma, St James & Waterfront: Video Game Week
- Casa Loma, Ryerson, St James: GBC Deal or no Deal
- SGT Splatters: Battle of the Campuses - Paint Ball Edition
- St. James: I Love Electronic Music – Pub Night

February 2015:

- St. James Kings Lounge: Comedy Night
- St. James: Daniel Packard's Live Group Sex Therapy Show
- Casa Loma, Waterfront, Ryerson & St. James: Oasis Week
- St. James: MAWD – Reggae & Soca Pub Night
- Fourth Annual Montreal Trip

March 2015:

- Casa Loma, Waterfront & St James: Casino Days
- St. James: Fuego Latino – Latin Pub Night

- St. James: Gym Battle of the Campuses–Dodge ball Tournament
- St. James: Desi Night – South Asian Pub Night
- Skyzone – Indoor Trampoline Outing
- Casa Loma, St. James, Waterfront & Ryerson: SA Job Fair

April 2015:

- St. James: Turnt – Hip Hop Pub Night:
- Tenth Annual End of Year Cruise

Summer Outing:

- GBC Day at Canada's Wonderland

September 2015:

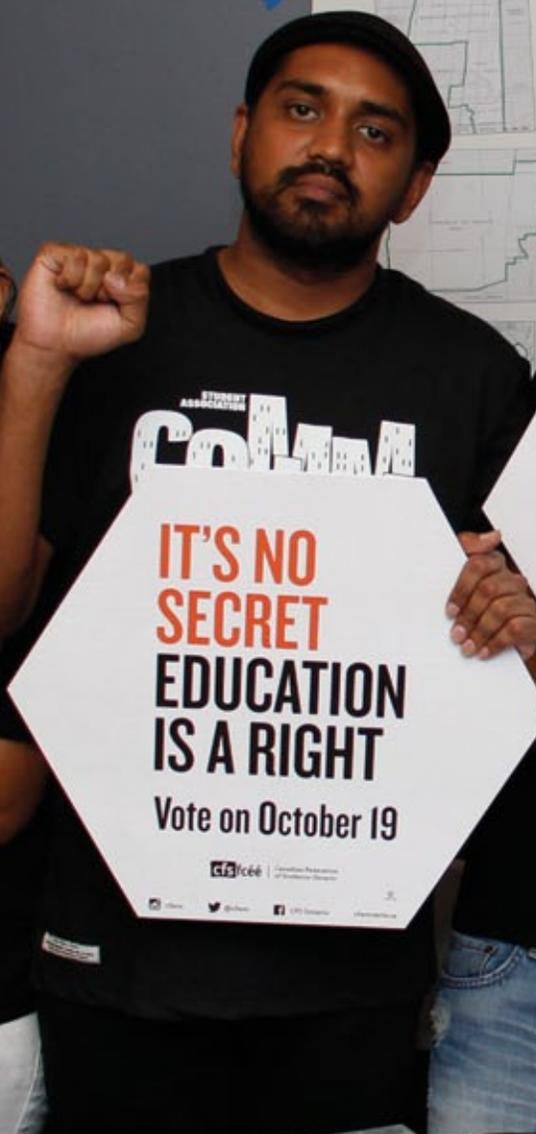
- St. James: Shisha Event
- Casa Loma: Casino Day
- Ryerson: GBC Fun Fair
- Waterfront: Street Festival
- Casa Loma: Street Festival
- St. James: Wayne Hoffman – Mentalist Show
- Casa Loma: Wayne Hoffman – Mentalist Show
- St. James: Street Festival
- Ryerson: Parade & Concert
- Casa Loma: Shisha Event
- St. James: Casino Day
- Rogers Centre: GBC Blue Jays Outing
- St. James: Hookah & Cabanas
- 15th Annual Back to School Cruise

October 2015:

- St. James: Desi Night – Pub Night
- Casa Loma & St James: Scream Movie Marathon and brain cancer fundraiser, honouring film director Wes Craven
- St. James: Tony Lee – Hypnotist Show
- St. James: Traffic Light Party and SA fundraiser for United Way
- LA Vie Night Club: Halloween Carnival
- Canada's Wonderland: Halloween Haunt



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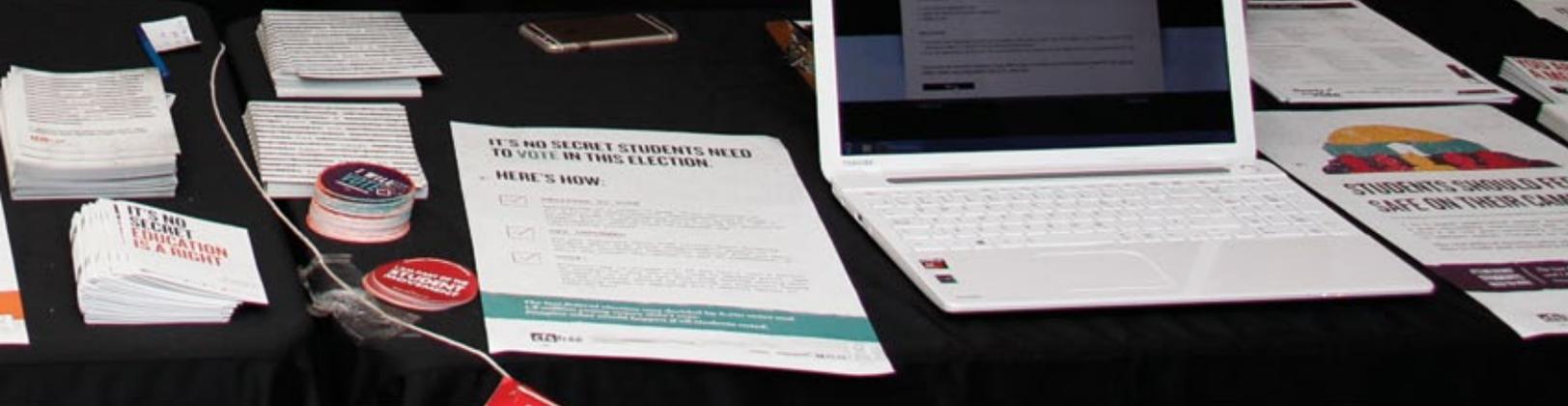


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EQUITY AND ADVOCACY

Rosalyn Miller
Manager, equity & advocacy

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Developed and administrated by passionate and experienced full-time co-ordinators working in collaboration with part-time student workers, the former LifeWorks department, now called equity and advocacy, delivers programs and services with the specific needs of students in mind. The department is led by the manager of equity and advocacy, Rosalyn Miller and supported by the director of equity, Jaycel Murphy and director of education, Jatinder Maan.

Core programs: 2014–15

- **Academic advocacy:** Helping students navigate George Brown College policies and procedures to resolve academic disputes.
- **Clubs:** Connecting students with common interests and passions across all campuses.
- **Community Action Centre:** A place for all students to gather and support each other and the hub for con-

stituency groups, actions, campaigns and activities for students who feel marginalized and who want to get involved in activism or community organizing.

- **Community services and food bank:** Collaborative approach in responding to food security needs and providing emergency food items to students in financial need.
- **Legal advice:** Providing all current George Brown students with access to a lawyer.
- **Income tax clinic:** Processing income tax returns for students.

The team of Shaun Shepherd, Angela Gallant, Karla Orantes, Michelle Pettis, Cameron Wathey and former staff Kristine Galvan has demonstrated well their commitment to providing services to students in an equitable and respectful manner, with as few barriers to student success as possible.

COMMUNITY ACTION CENTRE

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Community action centre co-ordinator

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We all benefit when everyone who wants to learn, gets to learn. But we are facing an education crisis. The stresses faced from skyrocketing tuition; to un/un-deremployment; to housing, transit, and childcare costs, all mount barriers to affordable, accessible and quality education. The barriers to education impact students from marginalized communities that much more. And we all lose when a diversity of voices isn't reflected or supported in our schools. To transform our learning we must transform our relationships, including recognizing the inequities and isolations endured by marginalized groups within our society and campus.

This is what makes the Community Action Centre (CAC) so valuable - as the hub for social justice campaigns and 5 equity student groups:

- First Nations, Inuit & Métis
- Dis/abilities
- International
- LGBTQ
- Women & Trans

Each of these student groups work and collaborate to offer events, education, actions and peer supports while fostering a safe(r) space through our centres.

Highlights at a glance

- **Sexual & gender-based violence:** Care is key. Using a diversity of tactics, the CAC continues to organize against sexual and gender-based violence and shift campus culture towards a culture of consent. Premier Wynne organized a roundtable on campus sexual violence co-hosted by the Canadian Federation of Students (CFS) where we had the opportunity to share stories, feedback, and criticism from a George Brown context to influence government's action plan. Alongside lobbying/policy work and our on-going sexual health awareness programming, the CAC attended the National Forum to End Sexual Violence on Campus, a powerful opportunity for student activists to share successes and struggles to share in a vision to combat rape culture. In fall 2015, we prioritized consent from the start by bringing attention to the issue with our "consent is sexy" tabling across all campuses. At the core, this is about looking out for each other and keeping each other accountable in building a culture of consent. What will that look like for you?
- **Laverne Cox:** Affirmation is key. We co-hosted activist/actress Laverne Cox (from *Orange is the New Black*) as a keynote speaker. Over 1,600 people heard Laverne Cox's empowering message of moving beyond gender expectations to live more authentically. The opportunity to feature a trans woman of colour, and the deliberate choice to make it free, was an affirming statement for traditionally underrepresented communities and trans communities. There was a certain glow and warmth to the night.
- **Black Lives Matter:** Solidarity is key. Black Lives Matter is a political intervention in a world where black lives are systematically and intentionally targeted. Through tears, anger, and love we pumped out buttons to interrupt the normalization of such violence. 2000+ buttons later we've seen this cry for freedom and justice resonate. The fight against racism and anti-black racism continues.
- **23rd Annual Labour Fair:** Collaboration is key. Students and workers are being told by educational institutions, government, media, and business that we have to take bigger wage cuts, accept working for free, and accumulate debt. Through successful collaboration with the Labour Fair we organized 100+ talks by student leaders, unions, and social justice groups to bring folk together with the rallying cry, "this stops now!"
- **Federal Elections Strategy: #ItsNoSecret** Voice is key. Student issues are election issues. We maintain that students are not apathetic. Rather, it is government that actively alienates students when student issues are not reflected in politician's platforms, policies, or priorities. Or, where government keeps voting itself inaccessible by design. It was through the CFS It's No Secret campaign that ensured students' concerns were reflected and that increased funding in public post-secondary education was a demand. The ultimate goal was to increase student voter turnout and highlight George Brown students as informed, engaged and active decision-makers. Based on numbers, visibility, and conversations – we've proven that students know their issues and know to keep the pressure on elected politicians.
- **Programming:** Togetherness is key. CAC's unique offerings may be too many to detail in full, but the joy of coming together continues to be successful. We hosted on-going themed zine making workshops, aboriginal beading circles, AIDS awareness campaigns and field trips for international students, organized a disability conference. It's these gatherings that create space for both healing and resistance.

The CAC achieves a lot and becomes stronger each time it organizes alongside students' needs and passions. The CAC can introduce students to equity-based issues in creative ways – and introduce students to each other as peers together in the struggle. From accessing resources, to sitting on the couch, to changing the world, "you're in the right place."

ACADEMIC ADVOCACY

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Senior co-ordinator, academic advocacy

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The Student Association's academic advocacy program is dedicated to providing students with the guidance and support they need to resolve the academic challenges and issues during their course of study at George Brown college (GBC).

The program supports students in getting their academic issues addressed by GBC faculty and administration in a timely and respectful manner. The staff act as advisors and mediators to students and all activities related to this portfolio are based on a *student-driven process*; the student is ultimately responsible for determining and pursuing their intended course of action with the guidance and cooperation of the academic advocacy program.

Although GBC policies are in place to clarify processes and to bring consistency and fairness to these procedures, policies at GBC can also affect students negatively. The academic advocacy program assists students by interpreting policies and processes as they apply to student concerns around academics. The program also compiles statistics and takes part in making recommendations for change through participation in various college committees, all while ensuring that the student's rights are being upheld.

The program is staffed by a diverse team of professionals. Karla Orantes is the senior co-ordinator and is responsible for cases from Casa Loma and St. James campuses. Angela Gallant is the health

sciences co-ordinator and oversees the cases from Waterfront and Ryerson. The academic advocacy support staff help with the operations of the program including intake assessments, accompanying students to meetings with faculty, arranging meetings with program chairs, following up and confirming academic hearings. Throughout the process, students are coached and supported so their academic concerns are addressed and clarified.

The peak periods for intake assessments are around midterms and finals. However, students drop by our offices year-round looking for assistance on various issues that deal with their academic life, such as OSAP inquiries and other types of financial aid, late withdrawals, course exemptions, and program requirements.

The number of intakes for the 2014–15 academic years was 179 cases. For more detailed information about the statistics gathered for last year read the academic advocacy Annual Report. Copies will be available to students upon request.

The academic advocacy program, in partnership with the Canadian Nurses Student Association, Jack.org and GBC, planned and delivered the Mental Health Awareness Week at the Waterfront campus from Feb. 17-20. The week of activities were designed by students for students to raise awareness of student mental health, and led up to GBC's annual Mental Health Conference.

LEGAL

Bill Reid
Legal counsel

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Equity and advocacy front office staff book appointments for Bill Reid, the legal counsel, at all three campuses. Any George Brown College student is eligible to make appointments with Bill, and he will do all he can do through the equity and advocacy office with respect to any legal matter with which the student may be involved.

He frequently assists students with situations involving family law, employment, housing, debts, accidents, criminal and provincial offences, immigration and other government-related issues, wills and powers of attorney, and notarization of affidavits and other documents. Bill compiles statistics on a regular basis that detail the approximate breakdown among these areas of the students who consult him.

This service is operating well, and experiences heavy usage. Between April and September 2015, Bill has held approximately 450 appointments, with well over 300 different students. He has helped students to effectively complete approximately 400 legal documents such as court forms, contracts and affidavits.

The legal service, and Bill in particular, has become well known among faculty and the administration, particularly in departments that serve students in and the International Students' Centre. In addition, Bill conducts outreach on complementary ways, such as the financial aid office, the housing office, the counseling department behalf of the Student Association where possible, including occasionally serving as a guest lecturer.

CLUBS & SA CONNECT

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The clubs program has seen a significant increase in the amount of clubs across the George Brown community over the past two years. Clubs vary from personal interests to a student's field of study. They are a great opportunity to interact with a wide variety of people, expand your skill set, find a new interest and develop a student's career. Currently, the number of clubs has tripled since September 2013. The growth in the clubs program is due reasons such as greater participation in Student Association (SA) events, more clubs ratifications and greater awareness.

For the 2015-16 academic year there has been a large increase in club members and the creation of clubs at the St James and Casa Loma campuses. The greater participation in clubs is due to the influx in the amount of clubs that are available as well as from the assistance by the clubs co-ordinator to help implement a new club. The SA also has been working closely with students who are part of outside non-profit organizations to create an inclusive club constitution to bring more chapters into the community.

The club ratification process begins every year on Sept. 1 and closes on March 1. To apply, clubs needed complete the application form and submit it to any SA office. Club executives from returning clubs were also asked to submit a clubs application with an updated membership list at the beginning of every year. For the 2014-15 academic year there were approximately 40 clubs registered. For

the 2015-16 academic year there are currently 45 registered clubs and that number continues to grow.

One of the major priorities for clubs that are ratified by the SA is supporting them financially by providing funding for their events and services. Funding for each club is based on the status of the club (Bronze, Silver or Gold). The SA is pleased to continue to support our clubs through funding their events on campus.

The Clubs Fair was held from Sept. 29 to Oct. 1 at St. James, Waterfront and Casa Loma campuses to promote awareness of clubs at the beginning of the school year. The SA can proudly say that there was a total of 21 clubs in attendance, quadruple the amount from the previous year.

We look forward to the continued growth of the clubs program for all George Brown students to enjoy and take part in!

SA Connect

The SA Connect program fostered connections with both on and off-site activities that focus on developing soft skills, encouraged student engagement and strengthen the SA and George Brown College community collaboration. Activities in 2014-15 year included workshops on public speaking, meet and greet, dragon boat racing and the United Way CN Tower Climb.

COMMUNITY SERVICES PROGRAM

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The community services program area has undergone a year of structural change for the betterment of George Brown students. The team is made up of the community services co-ordinator, three permanent part-time staff and 11 part-time students. The portfolio is focused on planning, development, and execution of community-focused projects involving partners from the sector. For this report period, the community services co-ordinator will report on the progress of the tax clinic, food bank, good food market, and legal aid programs.

- The tax clinic, in partnership with GBC's school of accounting and finance and working in compliance with Canadian Revenue Agency is an overwhelmingly popular program for students. Due to increased demand we were challenged in servicing all of the students interested in using the program. Digital appointment scheduling was introduced, which allowed students to book appointments from home or their mobile phones through the SA website. Efforts were made to connect students who could not schedule appointment to other free tax clinic services throughout the Greater Toronto Area.
- The food bank has had a successful year. Our core programming has been able to meet a critical need for many students across three campuses. However, the trends in household visits suggest that food bank users are using the service primarily as an emergency food resource. There has been an increased demand as measured by student usage across campuses. The program

has faced several challenges brought on by a surge in user ship, particularly at the St. James campus. The gap between food made available through weekly Daily Bread food order and the needs of George Brown students has widened. Efforts have been made to narrow the gap by partnering with the George Brown chef school and the St. James good food market to increase food supplies.

- The Waterfront campus good food market has had its first year of operation and the program has cemented itself as a core service for the college, reaching well over 200 visitors a week. The good food market is an effort to address the Student Association's strategic goal to improve health and wellness for our members. The good food market is a weekly market that sells fruits and vegetables at-cost to students and the George Brown community.
- Finally, in the summer of 2015 we piloted a community garden initiative in partnership with the CRC resource centre, a community agency located in Regent Park. The garden was designed, developed and led by 12 core international student volunteers who learned how to green community spaces. Their efforts were rewarded with a successful harvest where each volunteer was able to take from the diverse crops, which included tomatoes, herbs, okra, and lettuce.
- Big congratulations to our international student volunteers for their efforts in making our first community garden a success and to all our partners and collaborators.











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