



SA
STUDENT ASSOCIATION
GEORGE BROWN COLLEGE

AGM

ANNUAL GENERAL MEETING
2014

table of contents

executive director.....	6
director of public relations	8
director of student life & campus relations	9
director of education & equity.....	10
director of internal affairs.....	10
director of finance & operations.....	11
operations manager.....	14
facilities	14
events & marketing.....	15
member services	16
college collaborative programs.....	20
hospitality.....	21
clubs.....	22
graphic design	22
community action centre & campaigns.....	23
academic advocacy	26
community services.....	26
publications and media	27
legal	28
finance	28
information technology.....	29



mission





statement



**we are the students of george brown college,
committed to supporting each other in the
struggle for student rights, the pursuit of quality
education and the provision of services in a safe,
accessible and equitable environment.**

executive director

ANTOINETTE A. DAVIS

The Student Association (SA) ended another exciting year with the organization meeting or exceeding its strategic objectives to improve programs and services for our members, increase the level of advocacy and the number of resolutions reached with the college, increase staff engagement and continue to maintain financial stability. We achieved a positive cash flow at year-end and an increase in our reserve building fund. This was accomplished because of the dedication and commitment of our staff despite a minor restructure that included the hiring new staff to fulfill our mandate.

The day-day operations of the SA are carried out by capable and dedicated full-time staff, including a management team, an internal co-ordinator, graphic designer and our very detailed

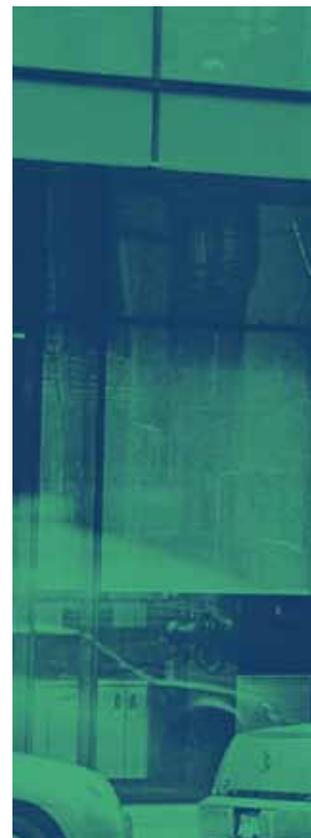
finance co-ordinator. We are extremely proud of the fact that we are able to provide meaningful part-time employment opportunities to over 120 students.

CHALLENGES

- We have had our challenges in terms of finding the right menu and price point in the Kings Lounge Bar & Eatery. We are still experimenting with different options based on feedback received from our guests, in addition to increasing our catering program
- Finding a variety of events across all campuses to suit the needs of our diverse student body. Most of our events have been successful with great attendance, but we will continue to experiment, adopt and change accordingly

ACHIEVEMENTS

- More students are using the services of our legal counsel to assist with various issues. They have assigned a high satisfaction rate to this service
- The advocacy team has worked hard with the college to resolve the number of complaints received. Undoubtedly, there are ongoing problems with other program areas, but we will continue to address the issues as they arise
- The Good Food Market started operating on Thursdays at the Waterfront campus. This is supervised by the community services co-ordinator but staffed by students who are completing a practicum requirement
- Increase in the number of ratified clubs on campus to cre-



- Meeting the needs of the members despite an increase in the food bank usage. This is an opportunity to use this information as an avenue for social change as food security has become an important issue. The Community Action Centre has engaged in, and will continue to campaign around issues of social justice, marginalization and discrimination
- Installation of new information technologies to allow for accessibility, efficient use of space and time and space rental
- Facilities team maintaining the student centre spaces at an optimal level inspite of the high usages
- Member Services patiently assisting students in navigating the new opt-out process implemented by the insurance carrier
- The readership of *The Dialog* has increased, both online and print
- The SA is proud to offer to our members this year over \$250,000 in bursaries and awards

THE STRATEGIC DIRECTION FOR 2014-2015 WILL FOCUS ON THESE KEY AREAS

- Researching and adopting trends in post-secondary education that ensure success and enrichment of educational experience
- Ongoing academic support that address the needs of our members

- Increasing political awareness of students and the importance of exercising their right
- Student life and engagement that will improve mental health, decrease isolation and build soft skills
- Continue to maintain and develop a strong and effective organization- by ensuring there are relevant policies and procedures in place to guide the operations; governance practices in place to serve the needs of the students responsibly and efficiently, while adhering to our legal obligations
- Renovating our Casa Loma student centre to make it a more welcoming place to hang out

I'm looking forward to another excellent year as we continue to support our members in achieving a rewarding and fulfilling experience.

Sincerely,



Antoinette A. Davis



director of public relations

GAGAN DEEP

NETWORKING OPPORTUNITIES

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

SA CONNECT

To engage more students in Student Association, I have started working with our clubs co-ordinator, Kristine Galvan with her new program SA Connect on different ways to engage and connect more students with the Student Association.

SA WEBSITE

I have been working with the operations manager, Robert Cerjanec in making our website more user friendly, informative and in compliance with the AODA legislation.

COLLEGE COUNCIL

I sit as one of the SA representatives on College Council meetings every month to discuss the recent issues and concerns faced by GBC students. I attend this meeting with the director of education and equity, the academic advocacy co-ordinator and the executive director.

FALL BY-ELECTION

I am part of the election committee that set the dates and timelines for the election and hired the chief returning officer to conduct the election on our behalf.

PART TIME STAFF INTERVIEWS

My role requires me to sit on interviews for hiring part-time students for positions at *The Dialog* such as assistant editor, staff reporter, video editor and ad sales staff. I also did interviews for food bank support staff positions.

TORONTO ZOMBIE WALK

I am working on encouraging more student participation on Toronto Zombie walk. I registered to bring more GBC students to the Zombie walk this year, especially international students to introduce the experience to them.

This is my first term with the Student Association as the director of public relations. I have set five goals that I would like to achieve that will be beneficial to the students of GBC.

- I. Ensure that the discussion started last year for a 24-hour library will happen
- II. Partner with businesses to get discounts for students
- III. Better and healthier food options in the college cafeteria
- IV. Advertise SA bursaries and awards
- V. Create more networking opportunities with industries and create more awareness of the services and programs offered by the Student Association.

EXPRESS JOB FAIR

I contacted Express Inc. (American fashion retailer) regarding a business partnership in offering job opportunities for students. They were excited and expressed interest in exploring this further.

BURSARIES AND GRANTS

As a member of executive committee, I work with all executive members to oversee the bursaries and awards available to students from Student Association every year. I will continue to promote the funds available to students for scholarships and awards.

BETTER AND HEALTHIER FOOD

Access to better and healthier food on-campus is always a concern for GBC students. I have started to address this issue by creating a survey on Facebook to get new food options from our students. In the couple of weeks from now, I am planning on meeting with Chartwells to discuss the issue, as we deserve better.

24-HOUR LIBRARY

Promoting the pilot project of access to 24-hour library during exams was a great success. We also provided snacks for those students studying overnight.

director of student life & campus relations

HALLEY REQUENA-SILVA

This year we have really been working on campus and program specific activities, that is my really big initiative that I am working on throughout the year. This year we have more than 60 ratified clubs with more pending. I am trying to build more student life at each campus, I got permission from the college for Waterfront to provide the Student Association (SA) with more space to have an activity and/or game to engage students and through our finance committee we placed a free pool table system for George Brown students outside of our Waterfront campus office to create more student life. My student life committee created an Oktoberfest for Casa Loma on Thursday Oct. 30 in our Student Centre. I have also attended the Canadian Federation of Students (CFS) conferences on behalf of George Brown students.

FALL FAB 5

This year started great with planning events for the upcoming year, such as our Fall Fab 5 events for the year such as:

- SA Week of Welcome & concert at Koolhaus, we had our Next Top DJ competition DJ Upbeat and our previous talent show winner Sophie Berkel open for Dj Dopey, Mya & Bunji Garlin with a big surprise visit by Kardinal Offishall.
- I was co-master of ceremonies for the Street ball Kings vs. GBC Select Team game, last year I actually played and won on the GBC select team.
- We had our 14th annual boat cruise, which sold out.
- Our Buffalo Bills vs. San Diego Chargers outing, was our second successful annual trip, I think next year we should do this again and have two games that we go see.
- Massive 5 was one of the biggest and most attended parties at an external location.

WINTER FAB 5

GBC Fest, 4th annual MTL intersession trip, our 9th annual end of year boat cruise, paintball outing, Sky Zone and our first ever SA volleyball beach blast.

ORIENTATION

This year we were greatly involved with the new transitional orientation from being held at Government nightclub to each campus. The executive and I made and worked on the orientation speeches, I directed the executive team members to present the speeches to every program explaining to student our upcoming events and essential services SA provides, this year we were more involved than ever, interacting with first-year students by engaging them with student life activities.

2ND ANNUAL SAWOW

The SA Week Of Welcome was an exciting project which overall went well, we had little mini activities at each campus throughout first week of September, we did not enough budget to have a concert at all campuses, therefore we made one centralized concert for all George Brown students at Koolhaus Government Entertainment Complex where we brought every campus together, students that went to the event had a great time. Next year I hope that we can get free shuttle buses for students to come to our concert if it's at one location.

This has been a wonderful experience and I thank you all for making this a memorable year.

director of education & equity

**JATINDER
MAAN**

M

y primary job responsibility is to work closely with Lifeworks department, advocate on your behalf at the college and act as a primary representative at Canadian Federation of Students. I have been working on a few projects since the start of my term in May.

CANADIAN FEDERATION OF STUDENTS (CFS)

We are a member local of this organization where it organizes national and provincial conferences each year. I started my journey with CFS by attending my first executive meeting in Toronto where I got to meet student representatives from all across Ontario and got an idea of what my role is and what I'll be doing in the upcoming year.

I also attended a skills conference held at York University in the month of May. This conference was basically about teaching all student leaders from all across Ontario about how to organize events, campaigns and write press releases.

So, far I have attended two national conferences held at Gatineau and Ottawa respectively. In these conferences, student leaders from all across Canada meet and talk about different issues and problems related to students and try to solve them. They pass motions and work collectively to bring positive change for students. I have also attended the CFS-Ontario's Annual General Meeting held at Toronto in August. I put forward a motion from the Student Association of George Brown College (Local 92) about getting a helmet exemption for turban-wearing Sikhs in Ontario who ride motorcycle as they are exempted in British Columbia and Manitoba and other countries in the world. It passed and a letter was sent to Premier Kathleen Wynne and Minister of Transportation Steven Del Duca. I will be attending another CFS-O meeting in January.

COLLEGE COUNCIL

I sit on College Council committee meetings every month as a representative from Student Association and talk about the is-

suess and problems that GBC students face every day and work with the academic co-ordinators to resolve those issues with the college representatives.

CAMPAIGNS

A big part of my job is related to campaigns. I work closely with our campaigns co-ordinator to organize various campaigns at George Brown College such as the Generation Vote campaign in which we are helping to create awareness among students about the provincial, municipal and federal elections. Taking pledges from students on the generation vote website and also telling candidates about what issues are important to students including better transit, affordable housing, more job opportunities, and better child care.

We also helped to promote the mayoral debate held at Waterfront campus on Oct. 8, 2014. This year we will be continuing with our "Snowstorm of Debt" campaign, which got great attention last year from GBC students. We will also be doing AIDS awareness week as well. "The Hikes Stop Here" will be our main campaign as Ontario students pay the highest tuition fees in Canada and we totally oppose that. Fairness for International Students will be one of our main campaigns this year. We are also running a campaign called OHIP for international students which is basically about getting free health coverage for international students in Ontario as they pay 3-4 times more than domestic students but still are uninsured under OHIP. Remember, health care is not a privilege; it's our basic right.

director of internal affairs

**SAROOP
PAHAL**

I began my journey with the Student Association of George Brown College in 2012-2013 as an event squad team staff.

From that day on, I knew that both the Student Association and I could benefit from each other. In the elections for 2013-2014 I decided to run for the St. James campus director to get a better understanding of how the

board of directors worked. As that year progressed and I had learned the ropes I started feeling more comfortable.

In last years elections I ran unopposed to become the 2014-2015 director of internal affairs. I think I am suited for this role because as a student at George Brown I had taken the human resources program, and I felt that I could apply what I learned to the position to ensure that as representatives for the students that they were not being taking advantage of.

I work to ensure that all by-laws and policies are being kept to up-to-date with the Non-For-Profit Corporations act and other government laws.

So far this year I had the chance to sit on a hiring committee, which gave me a chance to apply the recruitment and selection process of hiring a new staff member. Other members of the committee gave me some knowledge that you do not always learn in books. After this process I felt that we had made the right choices for students when hiring new full-time and part-time staff members.

The biggest thing so far I have been working on this year with the assistance of our legal counsel is the changes we must make in our by-laws for the Non-For-Profit Corporations Act. With the help of the executive director I had a chance to create some of the five executive committees.

As the year progresses my vision is to ensure that students are taken care of and to let them know that the Student Association is here for them and without them we would not be who we are. I want them to have the best representation and will do everything in my power to ensure it.

I have worked on last term to push forward this term. I've also been heavily involved with campaigns this year pushing the naming of George Brown College's first residence after the Blackburns. This position is a natural fit for me as I'm enrolled in the bachelor of applied business program. My position focuses on the organization's finances and the overall operations of the organization.

INTERVIEWS

I interviewed candidates for finance assistance; member services, hospitality, safewalk and TTC staff positions.

PROMOTION

I've involved myself in promoting the Student Association's (SA) job opportunities, events and campaigns. I've participated in class talks, activities provided by the SA and was a part of the dean's orientation where I promoted the SA's services.

FINANCE

Reviewing all monthly financial statements with the finance committee and making sure there are no discrepancies. Financial oversight includes scheduling monthly finance meetings.

BAR

Officially launching the King Lounge Bar and Eatery, which is now fully operational. Brainstorming with the operations manager and executive team to create a set menu that offers reasonably priced items.

FUTURE PROJECTS

HEALTH & DENTAL

Researching different ways to improve the coverage provided for vision care and prescription drugs at a reduced rate.

RUN GBC

Working with our graphic designer to extend the merchandise available from the Student Association.

EVENTS

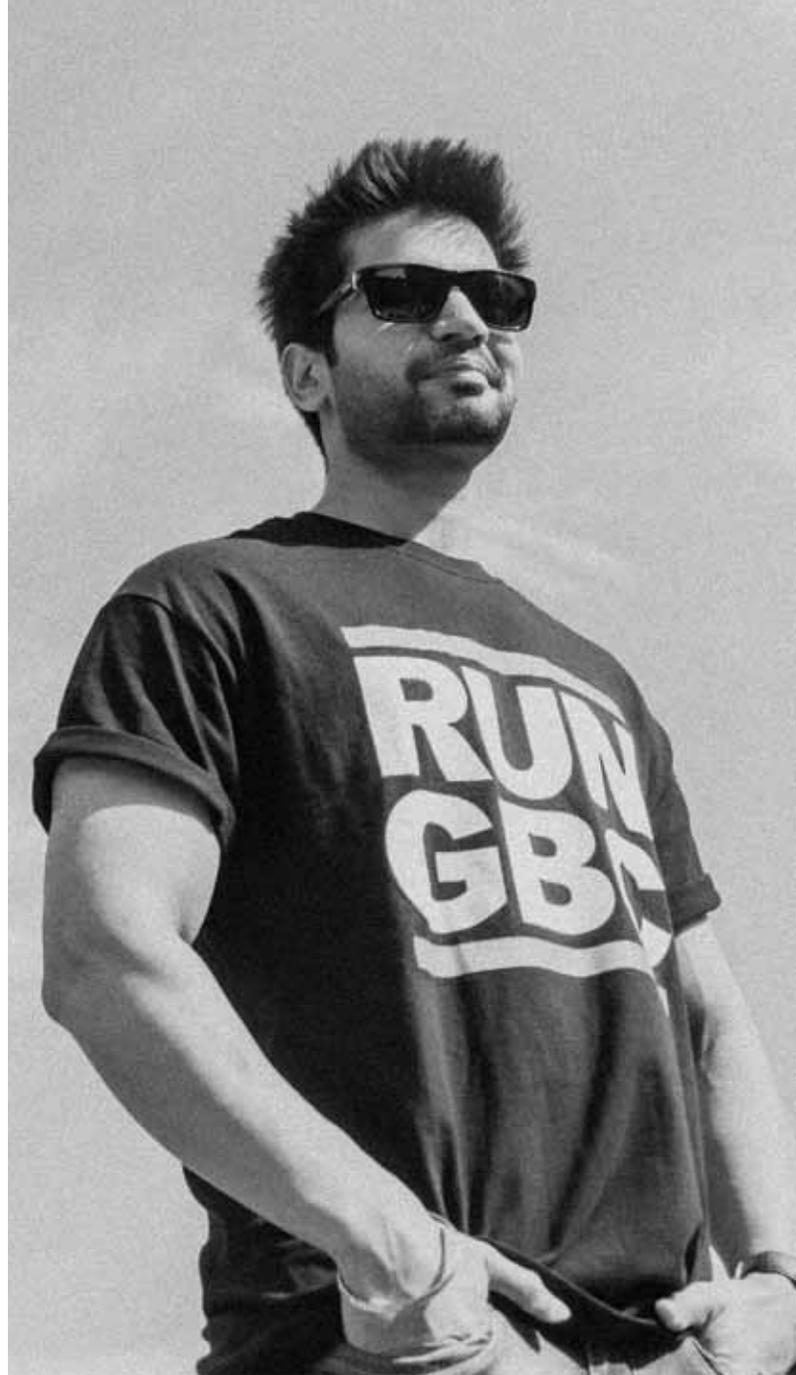
Working with fellow classmates from the bachelor of applied business to create a networking event focusing on letting financial and accounting companies know that George Brown College offers degrees.

director of finance
& operations

GENEVE
OPHELIA GRAY

This is my second term in office and it has been a great start. The year started with meetings to finalize the launch of the 24-hour library pilot project and follow up with the levy budget, both projects my team and





operations manager

**ROBERT
CERJANEC**

The operations department consists of facilities, information technology, sales/sponsorship, tenants, the student centres, member services, the health and dental plan, safe-walk/TTC sales, bookings, events, the Kings Lounge bar and graphic design. As the departmental manager, there are a large number of priorities that need to be weighed and balanced in order to ensure the overall organizational effectiveness of the Student Association of George Brown College (SAGBC). As a result, we have been investigating different options to improve efficiency and effectiveness.

We have managed to reduce our printing costs by approximately 50 per cent by utilizing different printing companies. New photocopiers have been leased by the SA, which will reduce the overall in house printing costs and create higher-quality printed materials. The St. James and Casa Loma Student Centres are cleaner than ever before. This is the result of a new daily log sheet that staff must fill out with oversight from management. The Source has been redesigned in an easier to read layout while still providing students with relevant and important information about the SA.

Attention has now turned to the future renovation of the Casa Loma Student Centre. The SA collected 1,000 surveys for the purposes of receiving feedback from students on what people like and dislike about the Casa Loma Student Centre. Feedback was also solicited on what students would like to see in a newly renovated student centre space. This feedback has helped guide the layout and design process for the Casa Loma renovation project thus far.

The Kings Lounge Bar and Eatery has undergone some adjustments for the 2014/2015 year. A new menu with a variety of options and price points has been developed. Coffee is now being served to community members at a cost lower than that of Tim Horton's. There is now dedicated seating for guests of the Kings Lounge Bar and Eatery. Finally, promotional materials have been enhanced and better signage has been created so community members can better access our spaces.

Over the course of the 2014/2015 year, we will be focusing on making internal improvements to improve service delivery in a more efficient and effective manner. We will work as hard as we can to make sure that we provide the internal organizational structure necessary to improve your student experience here at George Brown College.

facilities

**JASON
BEESTON**

The Student Association's facilities team is responsible for maintaining, cleaning and insuring the functionality of all Student Association spaces. This may include wiping down furniture, mopping and sweeping floors, taking out garbage and recycling, 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 Student Association. Facilities staff is responsible for minor repairs, installations and assisting with the set up of events and functions and other rental bookings that the Student Association accommodates for in our space at our Casa Loma and St. James campuses. At Casa Loma, this involves moving the partitions, setting out chairs and tables, making sure that there is sound for the microphones and that the projector is working and most importantly, making sure that the client is satisfied.

Casa Loma campus has not seen a lot of maintenance work done this year due to the planning of a major renovation project. With that still in the works, we still strive to keep the campus looking fresh and resolve any minor repair issues. Some of the small projects we have done are: cleaning and organizing the storage area, the yearly painting of the common spaces to keep it looking fresh, the installation of a gate at the front office for better security and the painting of the patio benches and fence.

At St. James campus, we continue to work on improving the Student Association spaces. We have made changes to our main office area with the installation of new flooring and brighten up the space with fresh paint. We are also creating a

new reception area to better service our members. In the Kings Lounge we had a patio style fence, that is removable, installed that will serve as a designated area for the Bar and Eatery. The lounge was re-painted with a more suitable color and signage for the Kings Lounge was installed. Doors and labels were placed on door and we are working on better signage to direct student to all our spaces without much confusion.

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

because of the students' participation. Overall, the street festivals consisted of a free BBQ, inflatable games, sponsor booths, artist performances and other games for students to have an opportunity to win prizes.

The Street Ball Kings vs. GBC Select Team basketball game was held on Thursday, Sept. 18 at the Alex Barbier Gym (St. James campus) it was the third year for the game with the series being tied 1-1. The crowd in the packed gym was entertained by the performance of the Street Ball Kings. The fancy ball handling and amazing dunks had the audience on its feet for most of the game.

The 14th Annual Back to School Boat Cruise was held the third week of September aboard the Enterprise 2000. We were able to sell out the cruise again this year. But unfortunately the cruise was cut short an hour early.

For the second straight year we took students to Buffalo to watch a Buffalo Bills game on Sunday, Sept. 21. Due to the success of last year's game we doubled the amount of tickets and ordered two charter buses. Overall the event was well attended and the students and guest that purchased tickets all seemed to enjoy the experience of the tailgating as well as the football game.

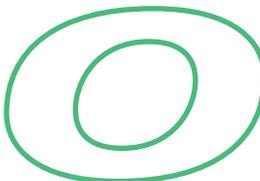
This was the second year for the GBC Fest. This time the event moved from the first week of September to the third week. We also changed the location from an outdoor event at Sherbourne Commons to an indoor event at the Koolhaus. The timing of the event was also changed from 2 p.m.–6 p.m. to 7 p.m.–midnight. Last years GBC Got Talent winner performed on bill along with some other local acts. The headline artist that performed was R&B / POP artist Mya and Soca artist Bunji Garlin. Mya also did a meet and greet on campus at St. James the day of the event.

Overall the turn out wasn't what we were hoping (405 people) but the performances were all great.

events & marketing

NEIL CUMBERBATCH

DEANS ORIENTATION: AUG. 27 –AUG. 29



Over the last few years, Deans' Orientation was held in the Government Complex. This past August it was moved and held in spaces throughout the campuses. The Student Association spaces were used as the meet & greet locations. This was the first stop of the Deans Orientation activities. In total each program group stayed in our spaces for approx 45 minutes. This was a great opportunity for incoming students to know exactly where are spaces are on campus and were a good opportunity promote our services.

SEPTEMBER

The Week of Welcome this year consisted of street closures for Casa Loma & St. James campus. Dockside Drive was used for Waterfront campus and the 5th floor at the Ryerson SHE building was also used for activities.

Heavy rain on Casa Loma's Street closure date caused us to move things from the street to inside the Student Centre which hurt the overall success of the event. Weather for the other street festivals was great with St. James street festival being the best attended amongst students. St. James campus has also always been the preferred campus with sponsors as well

member services

**YUKIKO
ITO**



benefits plan.

Member Services staff provide front office services to our members by answering general inquiries or specific ones dealing with the health and

STUDENT HEALTH BENEFITS PROGRAM 2014-2015

We have provided the extended and dental plans to full-time domestic students in post-secondary and ESL, the hospital & medical plan and the extended & dental plans to international students in post-secondary and TESL program. The hospital and medical plan is only offered to ESL international students.

Since the academic year 2013-2014, the same insurance companies, the medical & hospital plan by TIC travel insurance for international students and Green Shield for the extended and dental benefits program, have been providing the services. We would like to highlight that there is an increase of professional services under the Green Shield plan. It increased from \$20 to \$25 per visit with an annual maximum of \$300 without any fee increase.

This academic year has been challenging with the matter of the domestic online opt-out. Our broker, Morneau Shepell, implemented a new system, which has been causing a lot of issues. As a result, students cannot opt-out smoothly and we have been dealing those inquiries internally. Even after the deadline, we have been receiving inquiries. We requested them to find solutions to avoid the same issue again for the winter 2015 semester.

Additionally, administrating the benefits for ESL program has been challenging, as the communication tools are not sufficient as we do for the post-secondary program. Starting in September, we had one full-time staff member start giving information at the ESL building every Tuesday from 1 p.m. to 3 p.m. Hopefully this new service will help and ESL students utilize our services including the benefits program.

REVIEW OF STUDENT HEALTH BENEFITS PROGRAM 2014-2015

In the 2013/2014 school year, more than 16,000 domestic students, including both fall and winter semesters, were uploaded. Approximately 3,300 post-secondary international students were under our plans. There has been an increase in the numbers of international students compared to 2012-2013 whereas domestic student numbers are the almost the same. For the ESL plan, between 320 to 390 international students were uploaded per session in 2013-2014 and there has been an increase from 2012-2013 as well.

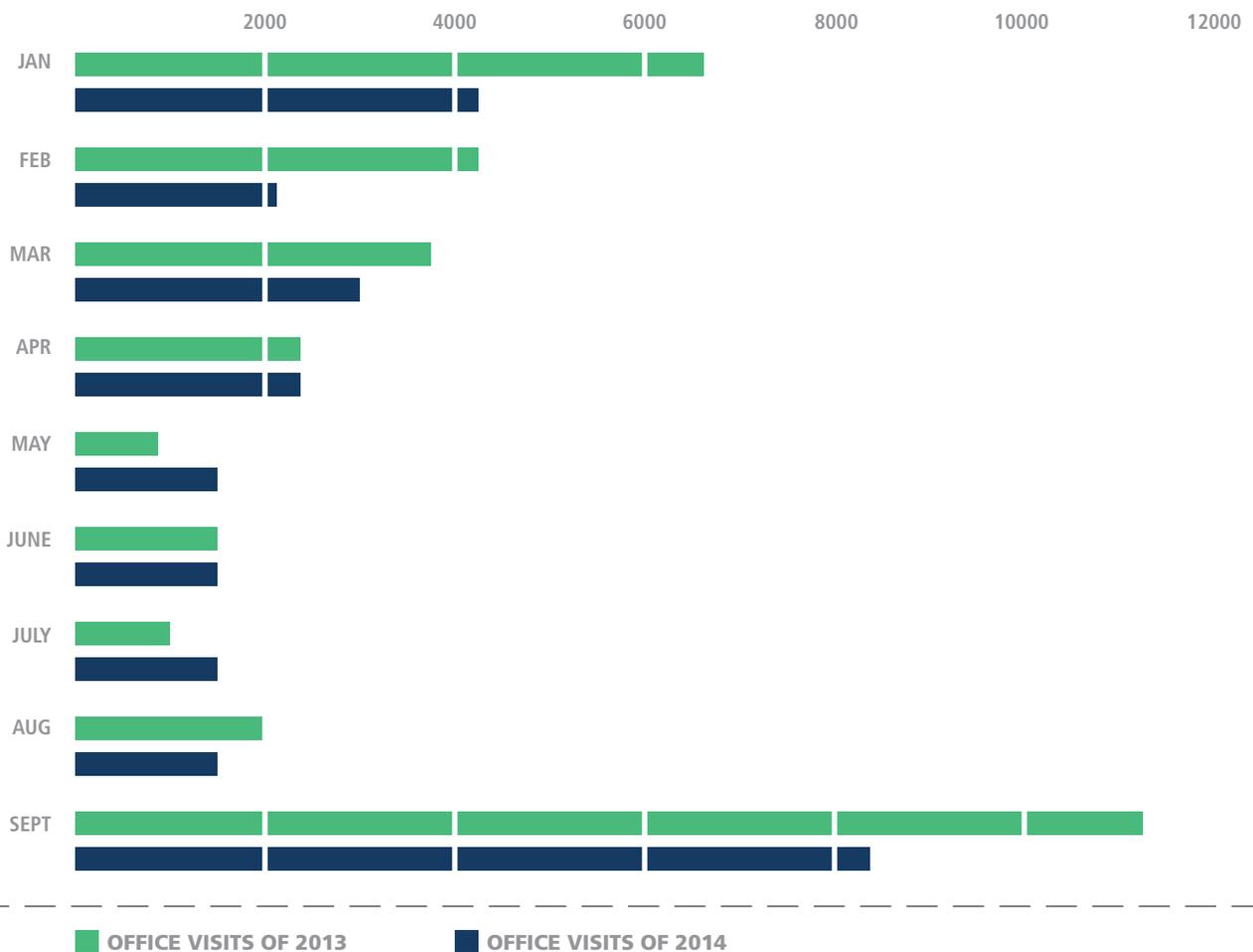
According to the report from Green Shield, students' claims for dental services were much higher than health services in 2013-2014, which was the same trend in 2012-2013. Based on financial estimate report, we expect to receive a surplus for 2013-2014 under the Green Shield plan.

International students have utilized the hospital and medical plan based on the report from September 2013 to February 2014. More detailed information regarding the usage will be released within a couple months.

OFFICE VISITS FOR INQUIRIES

Please see the line graph for office visits number for inquiries from January to September in 2013 and in 2014. This numbers are mainly for St. James, Casa Loma and Waterfront campus. Inquiries are health benefits, general and excluded for sale such as movie, event tickets. As you see, the number of office visit increased in 2014 compared to 2013.

(see the charts on the next page)



We also provide other services, such as movie or event tickets and RUN GBC product sale.

This table below is the sales for 3 campuses. The event ticket sale was much higher when we had a big event like a boat cruise.

MEMBER SERVICE SALES - JANUARY 2014–SEPTEMBER 2014

MONTH	MOVIES	EVENTS	RUN GBC CLOTHING
JANUARY	\$631	\$2,068	\$775
FEBRUARY	\$925	\$770	\$585
MARCH	\$792	\$1,050	\$1,075
APRIL	\$985	\$6,640	\$540
MAY	\$1,041	\$1,570	\$25
JUNE	\$658	\$3,744	\$215
JULY	\$838	\$165	\$120
AUGUST	\$549	\$770	\$95
SEPTEMBER	\$759	\$16,850	\$1,235





collaborative programs

ROBERT MCMECHAN

The SafeWalk program last year underwent a series of changes to better modernize the program and to change much of the culture within the program to provide a better service to students, staff and visitors of the college, while continuing to maintain a high standard of professionalism and commitment to the George Brown College community. Through the 2013/2014 school year, the program provided walk accompaniment service to 1,032 individuals. The program concluded service on April 18, and was on hiatus during the summer months. Over the summer, initiatives were put in place to increase the awareness of the program through adding in a social media marketing element, placing a greater emphasis on staff promoting and through updating the brand marketing.

The SafeWalk program officially began service again for the 2014/2015 school year on Sept. 2. Preparation for the start of the new school year began in July, and hiring was completed throughout August and September. All staff participated in mandatory SA training, along with training specific to their duties as SafeWalkers. All staff completed Emergency First Aid with CPR A + AED training. Further training on understanding and managing aggressive behaviour will be completed in November.

Staff for the SafeWalk program provide other useful services to the college and the SA with acting as after-hours ambassadors during hours of operation. In addition, this year, staff will also be taking on additional roles through completing safety audits throughout the campuses. The SafeWalk program continues to receive positive feedback from students and teachers through its proactive safety measures.

In the day-to-day operations, the collaborative programs coordinator handles scheduling, payroll, student inquiries, budgeting, staff issues, along with communicating with different departments within the college, including security.

Last year, we moved our location from the Young Centre for

Performing Arts to the ESL/school of design building at 341 King St E. We saw very limited service from the performing arts school, and have seen much more use out of our service from the ESL/school of design. In total, we operate from five locations with three main locations at each of the campuses (Casa Loma, St. James, Waterfront), and two satellite locations at the St. James campus (Hospitality building, ESL/school of design building).

At each stationed location, we have three staff working, with one captain and two walkers who work in a co-ed pair to perform walk accompaniments when requested. Captains are responsible for leading their team and taking in patrons at the designated SafeWalk desks. From each stationed location, or from any dispatched location, walkers will walk with individuals to local parking lots, subway stations, other buildings on campus and other locations to a maximum of two kilometres from the walker's stationed location.

Hours of operation for Casa Loma and St. James are 6:30 p.m. to 11:15 p.m., Waterfront is 6:30 p.m. to 11 p.m., Hospitality is 6:30 p.m. to 10:30 p.m., and the ESL/school of design is 6:30 p.m. to 10 p.m.. Come visit us during operating hours to obtain a walk. 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 2,500 international and domestic students, along with staff and faculty of George Brown College who use this service monthly. Sales for Metropasses occur during the last five school days of the month for the next month's Metropass. From time to time, these sales periods may be extended due to demand and stock availability. Currently, we offer two different Metropasses for sale each month with the VIP Metropass and the Post-Secondary Metropass. For Metropass sales, we only accept debit or credit cards for payment.

The TTC Metropass sales program runs year-round, but with only a limited amount of staff and locations open over the summer months from April to August. During the school semester from September to March, a full set of staff is employed with all five sales locations open.

In July, the hiring process was started for new TTC staff for the September to April school year. The hiring process was completed in August, and training was held in September. Staff were trained in the operations of Metropass sales, while also being provided with general SA training and customer service training.

We are entering into our fourth year offering the TTC Post-Secondary Metropass, and continue to have questions in terms

of eligibility. This Metropass gives full-time degree and diploma students the opportunity to purchase a monthly Metropass at a discounted rate of \$108 compared to a regular or VIP Metropass. To be eligible for this pass, student must be enrolled in a full-time accredited degree or diploma program at a post-secondary institution and be in possession of a TTC post-secondary ID. On Oct. 1, the TTC visited the St. James campus to give students an opportunity to purchase a TTC post-secondary student ID for \$7.

VIP Metropasses, which are the equivalent to an adult Metropass, yet at a discounted group rate, continue to be our most popular Metropass. The VIP Metropass continues to be so popular due to the amount of college staff purchasing the pass, and due to its transferability for students. Currently, the VIP Metropass price is \$117.75, a savings of \$16 compared to a regular adult Metropass

Our current locations for the Metropass Sales are Casa Loma in the Student Centre, St. James in the SA office, Waterfront in the SA office, the Hospitality Building (St. James campus) on the second floor, and the ESL/school of design building (341 King St. E.) with sales on the third floor in the Student's Lounge.

Within the TTC Metropass sales, we also handle communication with different college departments for bulk Metropass purchases, communicating with students about transit inquiries, payroll, scheduling, budgeting, pass tracking and sales reconciliation.

crust, and we've given our chicken fingers a toss in our sweet chilli sauce for a little extra pep. The classics have certainly still made their impression on the students as well. They've been enjoying our juicy Angus beef burger, poutine (with real cheese curds) and the old fan favorite chicken fingers with fries.

After a few moderations to the menu, we feel confident that we have a set of delicious meals to suit most tastes. We're also confident that we've been able to price these meals affordably by keeping most of our prices around \$5.

As things are going smoothly, the focus is now on training new staff and putting together a catering menu, which will feature some of the current items along with other dishes. By doing this we will be able to accommodate all types of functions, including external clientele. With the addition of our new cook, the menu development and execution should be only a few weeks away.

I'm proud to say we finally broke even for the first time since opening the pub.

Overall, we have met the many challenges head on. The restaurant is operating well and is expanding and creating more opportunities to meet our long term goals while also providing affordable meals to the students.

hospitality

**STACEY
LUNN**



etting the pub up and running this term has been both a challenge and an adventure. We got all the equipment up and running and worked with a consulting company, Fifteen Group, to finalize the menu.

We mixed things up a bit and introduced a couple of twists on some familiar favorites such as pizzas by using naan bread

clubs

KRISTINE GALVAN

The number of student-led clubs and associations funded by the Student Association (SA) has grown exponentially since September 2013. By investing in a full-time clubs co-ordinator the SA has grown what was once a modest program into an offering of over 60 vibrant and highly active groups that are open to all George Brown students. The number of clubs isn't even the best part of the program's expansion. Because of the diverse selection of clubs for students to join we've seen a huge increase in the total number of students involved with clubs.

In the last year clubs have been enthusiastic participants of many events across all campuses. The effort expended by students to promote their groups at orientation events and clubs fairs has ensured that clubs are active even on satellite campuses, such as the school of English as a second language, the theatre school and at Ryerson's SHE building.

Burgeoning partnerships with the PAL centre, student success and clubs programs at other colleges reflect the SA's commitment to growing and expanding the offering of clubs for students at George Brown. We've been fortunate enough to work closely with students who are connected with outside organizations to create an inclusive club constitution that connects students to external resources. That means organizations like the Canadian Nursing Student Alliance, jack.org and the Canadian Association of Food Service Professionals have chapters that are recognized as SA clubs.

Social media is a great way of connecting with others. However, joining or forming a club is a great way to bring back the face-to-face contact that's missing from students' lives—without the glitches and expensive hardware. The focuses of the SA's student-run clubs vary from personal interests to social movements and even include fields of study.

Checking out the clubs directory on the SA website or dropping the clubs and student involvement co-ordinator a line is the best way for students to find out which club is going to be a great fit for them.

Have you joined or started a club yet? If not it's definitely not too late. Get involved today!

graphic design

YAW OKYERE-BOATENG

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

Print ads for all of our departments on banners, posters, flyers, and pamphlets. My plan this year is to have our members stay in tune with our events, campaigns, and our services by printing pamphlets, detailing every and anything they need from their Student Association.

Each year I manage the student handbook cover competition. All full-time students are more than welcome to participate, details are posted beginning of the Winter semester each year. In addition, I also produce the student handbook, The Source. This year we printed about 20,000 copies for all full-time students available at SA front offices.

I deal with our multimedia materials via television screens in our space and internet. With the help of the internal co-ordinator, we update the website (www.studentassociation.ca) with web art of campaigns and events. I also manage our social media accounts such as Instagram (@sagbc) Youtube (eventssquad) and Facebook pages (RunYourFuture & EventsSquad) by posting news and digital artwork.

Students are more than welcome to stop by my office or call me (Casa Loma campus, room E122/416.415.5000.ext.2444) to share ideas that may help with the organization and its members.

community action centre & campaigns

MICHELLE PETTIS

The Student Association's mission is to strongly support the success of all students and we recognize that students who identify with groups that are underrepresented experience difficulty navigating multiple barriers to education. We work to serve these resilient members of our community and support them with resources and peer-led programming through the Community Action Centre (CAC). The CAC is the hub for social justice campaigns and five equity groups:

- Aboriginal students' group
- Deaf & hard of hearing students' group
- International students' group
- LGBTQ students' group
- Women & Trans students' group

Participation and engagement is way up. And we've brought focus and attention to many interconnected social justice issues. Some highlights of the past year include:

SNOWSTORM OF DEBT

Students in Ontario pay the highest tuition fees of any province. On average international college students pay four and a half times more in tuition fees than domestic students. This campaign activated students to share our stories about being buried by debt and rise up and say "NO" to rising tuition fees.

22ND ANNUAL LABOUR FAIR

Collaboration in the biggest labour movement event at a Canadian campus. A week-long event reaching 3000+ students organized around the theme "Students Deserve Better," regarding minimum wage, unpaid internships and unemployment.

GREATER TRANSIT ACCESS

We've surveyed 1000+ students in our advocating for lower TTC fares, shortened commute times, and accessibility demands.

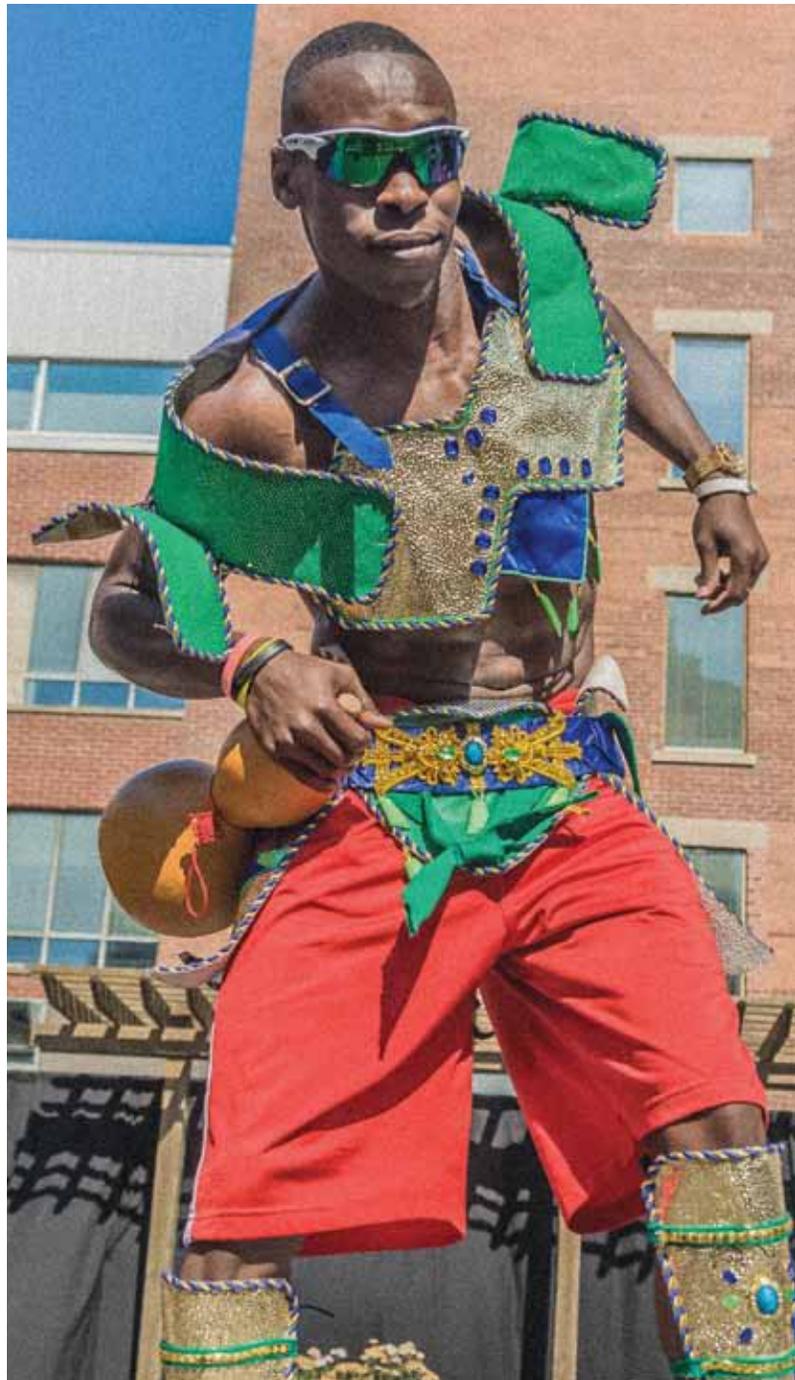
MORE RESOURCES

We've increased CAC resources including more books and zines in our alternative library, more dynamic physical spaces, and a growing variety of free sexual health resources—now including pregnancy test strips.

The CAC values collaboration and interconnectedness. It's this sense of togetherness that encourages members to explore the way the membership of social groups intersect. The CAC provides the opportunity for students to understand similarities with each other and value difference. Most people can understand how confronting sexism will benefit women or how addressing racism will benefit people of colour. But one of the goals of the CAC is to show how we all benefit from the eradication of sexism and racism. For when people are subjected to oppression because of their membership with a social group, their talents, voice and potential achievements are lost—and we all suffer from this loss. When we all get to live our lives as our whole selves, with full dignity the entire college community stands stronger. Even if you are not a member of a marginalized group, you have friends, classmates, coworkers, or family who are.

The CAC is a place of support, passion, awareness, knowledge and skills. It's a place to increase awareness, expand knowledge and encourage action. We hope to continuously foster a space where members will create meaningful ways to apply their new awareness and knowledge, rather than feel overwhelmed by it. We hope that the CAC inspires shared ownership and responsibility for all learning environments, both in and beyond the classroom.





academic advocacy

**KARLA
ORANTES**

Receiving a quality education is not without its obstacles. Disagreements with instructors over grades, accusations of plagiarism and other such academic issues can cause a great deal of stress for already overworked students juggling multiple priorities. The Student Association's academic advocacy program is dedicated to providing students with the guidance and support they need to resolve academic issues they face during their course of study at George Brown.

The program's motto is: helping you help yourself. This is because we believe that with the proper support students are their own best advocates. Most importantly, resolving issues doesn't have to be a hard fought battle. Over the last year the academic advocacy program has taken steps to work more collaboratively with George Brown College's administration to foster a climate in which issues between students and faculty can be resolved more quickly and amicably. Our new approach has resulted in significant results for students; positive resolutions have increased, trends we have identified are being acted upon by administration and, most importantly, students we help feel more confident in their ability to self-advocate. Because students are acting on their own behalf in ways that are constructive faculty and administration are recognizing the importance of student agency.

In the past year the academic advocacy program has seen a dramatic decrease in the number of academic issues and student complaints; down to about 200 from just over 400 in the previous year. We believe that this is a direct result of our efforts to inform students about their rights as well as the college's commitment to actively listen to and address the concerns of students. Although we are mandated to address academic issues, students visit us with a variety of scenarios that require additional direction, guidance and support. Regardless of the issue, we connect students to various support services within the college community, recognizing that any number of outside factors can impact academic performance.

The academic advocacy program is committed to raising awareness about the systemic issues affecting George Brown students. In addition to working with students on an individual basis, we also identify college-wide trends that point at the issues that affect all students at all levels. By helping to ensure a fair process for all, students are more likely to receive the quality of education that they expected when they chose George Brown for their studies.

community services

**SHAUN
SHEPHERD**

The cost of rent, books and school supplies has a huge impact on students. The rising cost of tuition, particularly for international students, is also a major barrier for those seeking an affordable education. The food bank program is the Student Association's (SA) response to the steep price of studying in Toronto and is available for any current students who can demonstrate financial need.

Over the past year the food bank has served over 3,600 people, a number that includes George Brown students and their families. Thanks to ongoing feedback from students we've developed new policies and procedures to serve more people and make the food bank easier to access. Registered students can now use any of our three food bank locations instead of being restricted to the campus at which they attend classes. This change has provided many students with options if supplies are low at a specific food bank. Also, rather than needing to carry a client-specific food bank card students can now simply use their George Brown student number to access the service. On particularly busy days our quick-service hamper system allows food bank staff to serve twice the amount of students than before. These are just a few of the small changes that help the food bank have a big impact.

New partnerships formed over the last year have helped expand and strengthen the food bank program. The St. James Good Food Market and the chef school regularly provide us with fresh, healthy food options that complement the inventory we receive as a member agency of the Daily Bread Food

Bank. The Good Food Market has provided us with fresh, local, and organic produce and the chef school has been active at supplying the food bank with prepared meals. The SA thanks Ashley Booth, director of the St. James Good Food Market, and chef Jason Inniss, instructor at the chef school, for their continued enthusiastic support.

ANNUAL TAX CLINIC

The SA was proud to once again participate in the Canada Revenue Agency's community volunteer income tax program for the 2013 income tax season. As a partner organization, the SA hosted tax preparation clinics and arranged for volunteers to prepare income tax and benefit returns for students. This past spring over 50 student volunteers were recruited to file simple income tax returns for almost 300 of their fellow George Brown students.

October, the Love & Sex issue in February, and the parody issue *The Monologue* was published on April 1.

This year, we have expanded our page count by a third from 12 to 16 pages and are also featuring more colour pages with photos from our staff and contributors.

I was also elected in 2013 as the Ontario representative to the board of directors of the Canadian University Press (CUP). CUP is a national co-operative of student newspapers in Canada founded in 1938. This year I am serving as the chair of the board of directors for CUP.

THE SOURCE

This year The Source student handbook was a bit different than previous years. We decided to make it more visual and less text-heavy, keeping the text to Student Association departments which not only made it easier to read but also saved student money that would have been spent on the extra pages with the college's information.

EMAIL AND SOCIAL MEDIA

The last year saw the SA move away from paper newsletters, to sending emails which are distributed both to our own email list that students can sign up for on our website as well as through the college's Student Update system. We get a great response to the emails and reach significantly more students through email than any other platform.

The SA's social media platforms continue to be active with some departments running their own accounts and others using the SA's main accounts on Twitter, Instagram and Facebook. A social media committee was formed with full-time SA staff and while it has only met sporadically, the skills trainings that happened helped the staff members play a more active role on the SA's social media.

Students are more than welcome to stop by my office, call or email me (Casa Loma campus, room E122/416.415.5000. ext.2764/communications@sagbc.ca) if you would like to get involved or have a story idea for *The Dialog*.

publications & media

MICK SWEETMAN

The *Dialog* student newspaper continued to expand and improve in quality in the 2013-14 school year. Thanks to an increased budget we were able to hire nine students as part-time staff and created new positions for students such as news editor, art director, and for the first time we hired a multimedia journalist producing videos in addition to the articles written by our regular staff reporters.

With more resources and staff the quality of *The Dialog* was markedly improved from previous years, and we were short-listed for four prestigious national awards for student journalists and our art director Sam Bullis ended up taking home the John H. MacDonald award for excellence in student journalism in the layout and design category.

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 more than tripled our readership and published some very popular themed issues such as the Fright issue in

legal counsel

**BILL
REID**



Any George Brown College student is eligible to make appointments with Bill, and he will do all he can do through the LifeWorks 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. Over the six months from April to September, 2014 inclusive, Bill has held approximately 450 appointments, with well over 300 different students, as well as conducting extensive fax, mail and email communication with those and other students, and with other parties on students' behalf.

In the course of doing so, 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 administration, particularly in departments that serve students in complementary ways, such as the financial aid office, the housing office, the counseling department and the International Centre.

In addition, Bill conducts outreach on behalf of the Student Association and LifeWorks where possible, including occasionally serving as a guest lecturer.

finance

**AVEZ
HASHAM**



The finance department plays an integral part in maintaining the organization's funds, capitals and budgets by using effective and efficient fund accounting and cash management systems. This measure impartially demonstrates our commitment towards handling the Student Association funds with extensive care while providing quality service to the students, coinciding with our mission statement.

REPORTING PROCEDURES

Due to required attention to details, the Student Association of George Brown College has sustained the Generally Accepted Accounting Principles (GAAP) for all financial reporting procedures and policies. Furthermore, the implementation of GAAP has enabled the organization to simplify financial reporting procedures while improving our income and expenditure tracking by using effectual fund accounting procedures.

AUDIT 2013/14

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 Student Association's financial standing at year-end. A copy of the audited financials as at May 31, 2014 is enclosed in the AGM package.

ACCOUNT MANAGEMENT

The Student Association, similar to the previous fiscal, still uses a suitable fund accounting system that enables separate budget creation for each account. The organization primarily has four major bank accounts including General Operations, Building Fund, Health Plan and TTC, which are used to operate various departments effectively and efficiently. All related income and expenses are remunerated directly from the corresponding accounts with minimal inter-fund transfers simply allowing effective utilization of funds and grants.

FINANCIAL ANALYSIS

The Student Association had a total revenue of \$10,073,190 that is 2% more than the annual budgeted income and spent a total of \$9,271,179 that is 1% less than the annual budgeted expenses.

Student Association Fee - 2014/15

- SA Operating Fee – \$115.89/year: This fee is used to operate many services and departments in the Student Association including events, clubs, Lifeworks (food bank, legal, community action centre, campaigns, academic advocacy), *The Dialog*, and so on.
- SA Building Fund Fee – \$58.47/year: The Student Association 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 existing mortgage and maintain the facility.
- SA contingency – \$3.73/year: This amount goes into a fund that allows us to deal with unforeseen expenses and emergencies.
- Canadian Federation of Students – \$15.76/year: This fee goes towards membership in the CFS, which gives students perks such as free ISIC cards.
- Health insurance – \$195/year (domestic) & \$642.48/year (international): The Student Association provides extended health care benefits to the students at reasonable rates than external organizations.

several projects were implemented to improve staff productivity, efficiency and IT infrastructure. Some of the projects were as follows:

NEW EMAIL SYSTEM

The Student Association recently went through a major email upgrade and is now utilizing the latest Microsoft Online Exchange technology that is faster and more secure. This system supports all kinds of mobile devices that enhance communications and collaborations between staff and students.

NEW OFFICE COMPUTERS

New computers are power-efficient and cost-effective. With new computers staff are more productive and efficient.

NEW OFFICE PHONES

Most of the phones in the Students Association were upgraded to brand new Cisco voice over IP phones. With new phones staff can communicate more efficiently.

NEW SERVERS

New servers were purchased to upgrade existing infrastructure. New servers were moved to brand new secure spaces allocated in Casa Loma and St. James campuses to improve IT infrastructure.

TV INFORMATION SCREENS

Casa-Loma, St. James, Ryerson and Waterfront campuses are now equipped with TV stands and networked computers. These stands are dedicated to provide students with information on upcoming events and important announcements.

NEW PRINTERS

New printers were purchased and installed in Casa Loma and St. James campuses to provide faster and more economical printing.

information technology

**DANNY
SADOVSKY**

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 significantly grown and expanded. This expansion required continuous maintenance and improvements in the IT area. During last year

NOTES

GEOR



studentassociation.ca



twitter.com/sagbc



facebook.com/runyourfuture



instagram.com/sagbc