



## EXECUTIVE REPORT TO THE UNIVERSITY STUDENTS' COUNCIL

**MEETING DATE: Wednesday, April 1st, 2020**

Item:	Orientation Budget Narrative
Presenter:	Cecilia Liu, Student Programs Officer
Purpose of Report:	For Information

### **Background**

The Orientation Program is a joint venture between the USC, the University of Western Ontario, and our counterparts at the Affiliated University Colleges. As part of this arrangement, the USC is responsible for funding the central costs of the Orientation Program. This budget is overseen by the VP Student Support and Programming and is accountable to Council. The following is the proposed Orientation Budget for Orientation Week 2020.

### **Narrative**

**Revenue:** We are projecting substantially increased revenue this year for a number of reasons. First, based on previous year actuals we are projecting increased enrollment in the Opass fee compared to prior year budget. Second, the USC is investing over \$218,000 in new ancillary-funded revenue into the Orientation Program, as was approved in the USC Budget. The Corporate Services Deduction has increased substantially due to better data on the amount of work that our corporate branch puts into the Orientation Program. Taken together, these factors yield an additional \$80,000 in new program funds compared to previous year. Sponsorship continues to be a large priority of ours, and it is our opinion that there are several commercial opportunities in Orientation Week that could yield substantial revenues and reduce student fees.

**Constituency Transfers:** Roughly a third of the Orientation Budget is transferred out to constituency soph teams to fund soph-team activities, merchandise, and programming. We have made a number of changes to our funding formula. Residence teams will now receive \$16 per student, which is transferred to Western Housing. Faculty teams are also allocated the same amount, however it will no longer be distributed on a strictly per-student basis. Instead, each team will receive \$1500 in base funding, with remaining funds distributed on a per-student basis. This will substantially help smaller teams, particularly those in the FAM faculties.

**Affiliates:** Historically, affiliate teams received the sum of what residence and faculty teams received. On top of that, Affiliate Councils also levy additional student fees, large parts of which go into Orientation. Overall, this makes Orientation far more expensive for Affiliate students than

for anyone else, and that is not fair. At the Affiliate Summit, we reached an agreement in principle to increase the per-student constituency transfers to Affiliate Councils. We are now happy to announce that we will be sending \$37 per student to the affiliates, ensuring that the costs of delivering their Orientation programs are partially ameliorated.

**Training:** The required training Sophs, Leadership Teams, and OStaff receive is crucial in their ability to support incoming students both during Orientation Week and throughout the year. It is therefore a priority that these student leaders are equipped with the best tools and knowledge possible. This is why we have chosen to invest a new \$8000 into the development of improved training. As Sophs act as a resource to incoming students academically, socially, and culturally, we are looking to improve the relevancy and quality of training given. New training developments will be provided in addition to training student leaders already receive such as SafeTALK, and leadership teams receiving ASIST training. We will continue to push for training improvements that we have heard from students relevant to topics around anti-oppression and anti-racism education. We have also decided to cover the cost of leadership team retreat for all constituencies, while in previous years this has not been covered in full for all teams by the OPass.

**Orientation Staff:** Orientation Staff spending is largely status quo, with a few changes. Orientation Staff are student leaders from various groups in the USC and at Western who take part in planning Orientation Week. An additional honorarium-compensated Orientation Generalist has been added this year. The OP Intern, while having the same responsibilities, has moved to become an employee of the USC. Both the OCO and OP Intern have had their wages increased slightly to reflect the USC standard for student leader compensation. Other Orientation Staff are paid out of other budgets: the AVP Orientation is paid out of the VPSSP budget, the Charity Orientation Coordinator is paid jointly by the USC and Western, and the ROC and AOC are Western employees. Finally, we have added this year a new team-building and strategic planning retreat for the Orientation Staff at the beginning of their terms to increase their professional development, provide them with the time to set team goals and a strategic vision and facilitate team bonding.

**OPass Expenses:** Every incoming student at Western and its Affiliates receives an OKit, which traditionally includes a shirt, advertisement material, constituency swag, and their Orientation Week bracelet. The recent vehicle for delivering these items has been a tote bag the student keeps. Furthermore, recent Orientation survey findings have found incoming students disappointed with the perceived value of their OKit, as they are filled with many paper advertisements and little tangible value. Thus, we have invested an additional \$10,000 into addressing these issues and ultimately provide our incoming students with a better OKit. We are looking to make the OKit more environmentally friendly and sustainable by exploring different bag options where printing advertisements on the bags themselves is an option, rather than printing on paper which ultimately gets thrown away. These higher-quality bags will add an immediate increase in perceived value to the OKit, in addition to being more sustainable, environmentally friendly, and useful.

**Main-Stage Programming:** To many students, the mainstage programming that we hold such

as concerts are one of the best parts of their Orientation Week. That is why we have chosen to invest in elevating that experience. For many years, we have seen substantial inflation in the cost of talent and in the cost of production logistics, and we have made the necessary increases to reflect that. We have also invested an additional \$20,000 into talent to allow us to continue to attract leading entertainers during our Orientation Week. We also know that safety is important, and that many students end up requiring medical attention for various reasons during some of the larger events. That is why we are investing in adding Med On-Site during the busiest nights in addition to the regular SERT coverage.

**Diversified Orientation Week Programming:** During Orientation Week 2019, USC's PrideWestern ran a Gay Board Games Night which was a sanctioned Orientation event. This event was immensely successful with over 60 students in attendance, overflowing a small UCC classroom. This was an event that was initiated by the PrideWestern Coordinator and Spectrum Western, however, a more diverse range of events that build different communities across campus should be encouraged and ingrained into the culture of Orientation Week. Thus, our new investment into programming should encourage more events that facilitate community-building in different areas of campus such as the LGBTQ2+ students' community, Indigenous students' community, and so on.

**Athletics Programming:** To many students, athletics are a large part of their university experience. Increasing attendance at Western Mustang's events will eventually encourage and increase school spirit, purple pride, and broaden a large sense of community at Western. Previously, the Orientation Program has not invested specific funds into athletics programming during Orientation Week. For these reasons, we have decided to dedicate \$5,000 to athletics programming specifically, in order to enhance already phenomenal events such as Purple Kickoff, or add new athletics events to Orientation Week.

### **Budget**

<b>Orientation Budget 2020</b>			
	Amount		Notes
Opass Sales	\$826,206.00		Student Fee Revenue/Opass Sales
USC Subsidy	\$218,768.65		Subsidized from USC Operating Revenue
Corporate Services Deduction	\$294,974.65		Pays for Corporate Services and Admin
<b>Orientation Budget Revenue</b>			
Revenue From USC	\$750,000.00		From USC Budget
Advertising/Sponsorship	\$10,000.00		
Grants	\$16,300.00		Women's Safety Grant and others
Total Revenue	\$776,300.00		

<b>Constituency</b>		
Affiliates	\$70,300.00	\$37 Per Student
Main Campus	\$160,000.00	\$32 Per Student (see Appendix 1)
<b>Training</b>		
LST Retreat	\$6,600.00	Includes all soph teams and OStaff
Training Logistics	\$5,000.00	Status Quo
Training Development	\$8,000.00	New funding for improved training
<b>Appreciation</b>		
Soph Spoke/Wave Discount	\$12,000.00	
LST Gift	\$1,900.00	
Soph Care Station	\$1,000.00	
Operations Dinner	\$400.00	
<b>Soph Expenses</b>		
Soph Lanyards	\$3,237.50	Lanyards, passes, pass peaks, etc.
MISC LST Supplies	\$500.00	
Charity Shirt	\$8,325.00	Charity Shirts for Sophs
Mental Health and Wellness Resource Guide	\$2,500.00	
<b>Orientation Staff</b>		
Orientation Coordinator	\$22,000.00	
Orientation Intern	\$20,000.00	
General Orientation Staff Honorarium	\$1,000.00	2 Orientation Generalists
Retreat	\$2,000.00	New - Leadership and Team Building Retreat in Fall
Uniforms	\$800.00	
Soph Retreat and N Week	\$400.00	
<b>Administrative Expenses</b>		
Telephone	\$500.00	

Copy / Print	\$500.00		
Office Supplies	\$500.00		
Laminated Access Pass and Colour Print Out	\$500.00		
Walkie Talkies	\$4,500.00		
<b>Promotions Expenses</b>			
Promotions/Communications	\$1,000.00		Includes Letter to Community and Website Costs
O-Week Mobile App License	\$3,000.00		
<b>OPass Expenses</b>			
O-Kit Materials	\$20,000.00		Increased by \$10K for higher quality merchandise
Consent Buttons	\$2,000.00		
Wristbands	\$3,000.00		
Opass Centre Labour (UCC 269)	\$5,000.00		USC-run Opass centre for whole week
Remote OPass Distribution	\$6,000.00		Distribution of Opass Contracted to Housing/Affiliates
<b>Transportation Expenses</b>			
Golf Carts	\$8,000.00		
Cab and Van Chits	\$1,000.00		
OC Late Night Shuttles	\$6,300.00		Grant Funded
<b>Programming Expenses</b>			
Talent and Associated Costs	\$160,000.00		Headliners, Openers, Rider, Transportation, One Love
Infrastructure and Venue Logistics	\$157,000.00		Production, Facilities, Labour, Security
Alternative Programming	\$25,000.00		Events taking place not on UC Hill
Academic Programming	\$5,000.00		New - Covers Academic Programming
Athletics	\$5,000.00		New - Covers Athletics Orientation
One Love Keynote	\$10,000.00		Grant Funded
Med On-Site	\$2,000.00		Newly added Med On-Site during large concerts.
SERT Fee	\$3,500.00		Status Quo

<b>Kit Stuffing</b>			
Throwback Social	\$1,200.00		
Kit Stuffing	\$1,200.00		
<b>Charity Expenses</b>			
O Serves	\$14,000.00		Status Quo
Charity Programming	\$3,000.00		Increased by \$1000
Team Retreat and N week meals	\$1,700.00		Status Quo
<b>Total Program Costs</b>	\$776,362.50		
<b>Excess of Revenue over Expenses</b>	<b>-\$62.50</b>		

#### **Appendix 1 - Funding Formula for Main Campus Constituencies:**

Total Constituency Funds Per Student: \$32.00

Transfers to Residence/OC Team: \$16.00 Per Student

Formula for Faculty Councils: Total allocation for faculty councils is \$16.00 Per student. This money shall be pooled together between all 7 teams. Each team shall then receive base funding of \$1500.00, with remaining funds being allocated on a per-student basis to each team.